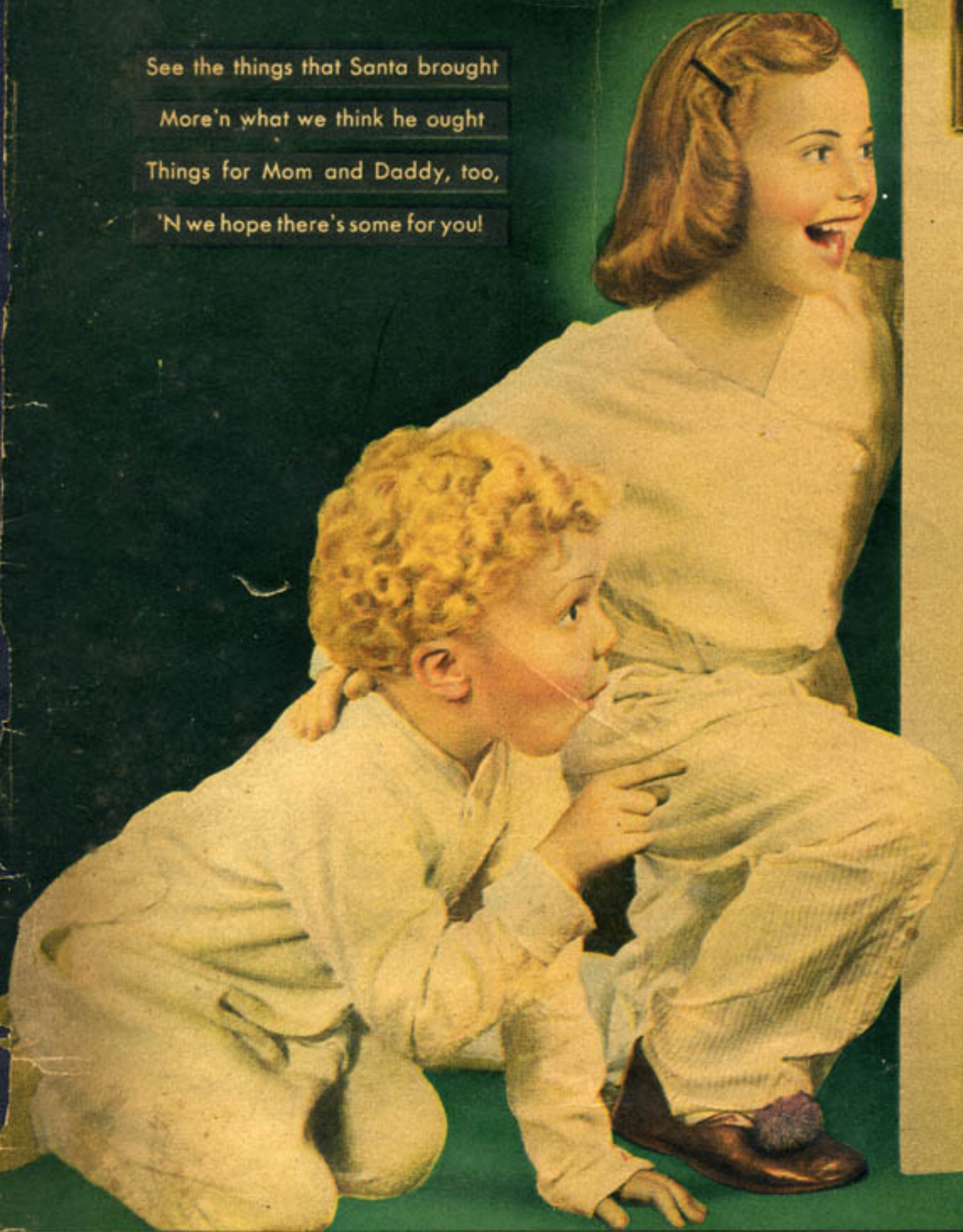


See the things that Santa brought

More'n what we think he ought

Things for Mom and Daddy, too,

'N we hope there's some for you!



SEARS *Christmas* BOOK

SEARS, ROEBUCK AND CO.

CHICAGO • PHILADELPHIA • BOSTON • MINNEAPOLIS • KANSAS CITY
ATLANTA • MEMPHIS • DALLAS • LOS ANGELES • SEATTLE



Warm Wool Knit Gloves

(A) Luxury soft, wool yarns, firmly knit. Long gauntlet cuffs. Brushed surface. Seamless and fully shrunk. Rainbow stripes. Colors: Navy, Red and Brown. Sizes for women and misses. State size and color. Shipping weight, 3 ounces.
 33 V 3478—Women's 55c
 33 V 3748—Misses' 49c
 Sizes, 5 to 14 yrs.

Comfy "Magic" Slippers

(D) Wear them around the house, in bed, for traveling. They're 50% ribbed knit wool, warm as toast, cozy as can be. Already boxed. Colors: Lavender, Rose or Powder Blue. Sizes: Small for shoe sizes up to 5½. Large for shoe sizes 6 and larger. State size and color.
 29 V 8099—Shpg. wt., Pr., 4 oz. 50c

Dress Up Your Gifts!

3 V 5575—Sears De Luxe Assortment. 39 sheets tissue, decorated and bright Red, Green and White; 75 ft. tying cord; 66 ft. cellophane and tinsel ribbon; 100 cards, tags, seals; 25 metallic seals. Shpg. wt., 1 lb. Complete. 49c
 3 V 5587—Economy Assortment. 195 pieces: 150 ft. tinsel cord; 140 cards, tags and seals; 27 sheets assorted tissue; 25 metallic seals. Shipping weight, 12 ounces. 29c

5-Piece Du Pont Set

(C) A \$1.50 Value! A really delightful gift that costs you surprisingly little! Genuine Du Pont pyralin composition-filled set. Good quality mirror (about 13½ in. long), brush and comb, in rayon lined gift box. Colors: Rose, Green or Blue with contrasting color decorations. State color. Shipping weight, 2 pounds.
 8 V 9717—3-Piece Set. 98c

All Wool Shoulderette

(E) So Christmasy, yet costs little. Lovely all wool worsted—in a pretty fancy knit. Ribbon ties. Wear it around the house, under a coat, as a warm bed jacket. One generous size. Colors: Pink, Lavender or Light Blue. State color. Shpg. wt., 7 oz.
 29 V 8053—Each. 89c

"Rainbow" Scarf!

(G) The gay hand painted colors glow with a richer gleam on the satin striped texture. Lovely weighted silk crepe, tubular and reversible. Beautiful multi-colors go with every costume. A lovely gift for "her" at a low price. Size, 41x8½ in. Self fringed ends.
 PREDOMINATING COLORS: Red, Royal Blue or Brown. State color. Shipping weight, 5 ounces.
 18 V 4346—Each. 95c

Mello-Glo Gift Set

(C) A "Just-Right" gift sure to please almost any woman or girl! A smart \$2.00 value Mello-Glo set in a charming lined gift box containing full \$1.00 size box of Mello-Glo Facial-tone Face Powder, and two 50c size bottles of delightful perfumes—"Daytime" for street wear, and "Evening" for social occasions. Shipping weight, 1 pound.
 8 V 9761—Complete Set. 79c

Lovely New House Coat

(F) Attractive wide wale cotton corduroy. Wide flare... puff sleeves... big covered buttons. Colors: Rose, Copen or Medium Green. Sizes: 30, 32, 34, 36, 38 and 40-in. bust. State bust measure and color wanted. Length about 57 in. Shipping weight, 2 pounds.
 27 V 1701—Each. \$4.98

Bunny Set for Kiddies

(H) A Christmas box of fun and warm cheer that's sure to rate first place in any youngster's heart! Bunny slippers and doggy of downy natural color lambskin—nothing could be softer, nothing so light, yet so cozy. Warm, practical and oh—so cunning! Soft soles on slippers.
 BABIES' AND TOTS' SIZES: 3, 4, 5, 6, 7, 8, 9, 10. Wide width. State size. Shipping wt., 11 oz.
 15 V 90943—Pair. 89c

✓ GET OUT YOUR BIG SEARS-ROEBUCK CATALOG AND SA



Men's Mufflers

- (M) State color. Shpg. wt., 10 oz. Each... **79c**
Weighted Silk Crepe
 Colors: White, Navy Blue, Maroon, Gray or Tan.
 33 V 9527—Plain Colors
 33 V 9528—Paisleys
All Zephyr Wool
 Colors: Blue, Gray, Maroon or Brown. Made in Poland.
 33 V 9529—Plaid Patterns

Belt-Buckle Set

- (J) Here's one he'll appreciate! Giant Grip sterling silver buckle with initial handsomely hand engraved. Styles may vary. Black bridle cowhide belt. Gift box. A \$2.00 value. Sizes: 30 to 44. State size and initial. Shpg. wt., 11 oz.
 4 V 5445—Set... **\$1.00**

Ombre Blankets

- (R) 72x84 In. Wt., 3 Lbs. China cotton; rayon taffeta binding. Shpg. wt., 3 lbs. 4 oz.
Indian Design
 Colors: Red, Blue or Green. State color.
 24 V 7242—Ea... **\$2.79**
Novelty Block Design.
 Colors: Rose, Blue, Green, Orchid or Brown. State color.
 24 V 7241—Ea... **\$2.79**

5-Fold Neckties

- (K) Silk with Bemberg. Wool lined. Boxed. Shpg. wt., 3 oz.
ASSORTED PATTERNS:
 (1) Figures. (2) Satin Brocades. (3) Satin Stripes.
 Colors: Navy Blue, Maroon, or Brown. **PLAIN COLORS:**
 (4) Navy, Maroon, Gray, Brown, Black, Green. State pattern and color.
 33 V 8415—Each... **85c**

Spats for Style

- (N) Colors: Dk. Oxford Gray, Gray and Tan. State color. **MEN'S SIZES:** 6, 7, 8, 9, 10. Order same size as shoe. Shpg. wt., 8 oz.
 76 V 9002—Fine **59c**
 All Wool Felt...
 76 V 9031—Wool Felt Leather Binding... **79c**

Women's O'Nite Case

- (S) A gift she'll really like! Grayish brown woven duck, maroon and gold stripes; Pyroxylin coated. 3-ply veneer basswood box. Rayon lining. 3 body pockets. Cowhide bound edges, handle. Brass locks. 18, 21 or 24-inch sizes. State size. See matching pieces in Sears Big Catalog.
 Shpg. wt., 8 lbs.
 6 V 9490... **\$5.98**

Men's Flannel Robe

- (L) St. Moritz wool flannel. Double shawl collar. Set-in sleeves. 3 pockets. Flannel sash with rayon fringe. Double breasted. Gift box.
 Colors: Royal and Navy, Brown and Tan, or Maroon and Red. **EVEN SIZES:** 34 to 48-in. chest. State size and color. Shpg. wt., 2 lbs. 9 oz.
 33 V 7495—Each... **\$5.75**

Kidskin Leather Romeo

- (P) Steel arch support. Elastic side gore. Padded insole. Oak-tanned leather sole. Colors: Black or Brown. **MEN'S HALF SIZES:** 6 to 10½; also 11 and 12. Wide width. State size and color. Shpg. wt., 1 lb. 10 oz.
 67 V 3954—Pair... **\$1.00**

New Valencia Ware

- (T) New — Different — Delightful! 22 pcs. thick, heavy weight American semi-porcelain in new Spanish peasant colors. One each color, as shown, cups, saucers, cereal dishes, salad and dinner plates. Vegetable dish and round platter included. Set table with contrasting colors. Shipping weight, 16 lbs.
 35 V 4321—22 Pcs. **\$3.98**



Stylish Watches for Women

Seven Jewels—\$8.50 to \$10.50 values! Little "lovelies" that make stunning gifts. Popular rectangular style with matching link bracelet or modern round style with dainty black silk cord band. Fully guaranteed imported Swiss movements. Chromium or 10-K yellow rolled gold plate cases. With perspiration-proof backs. Dials have black numerals and hands. In gift box. Shipping weight, 9 ounces.

Round Style	Rectangular Style
4 V 383—Chromium... \$5.95	4 V 381—Chromium... \$5.95
4 V 384—Yellow Gold 7.95	4 V 382—Yellow Gold 7.95



Men's and Boys' Watches

Seven Jewels—\$8.50 to \$10.50 values! You can't go wrong in picking one of these for "him"—they've got a dash of style—sturdy construction—and guaranteed Swiss movements for satisfaction! Embossed cases in chromium plate or 10-K yellow rolled gold plate. Perspiration-proof backs. Dials have black numerals and hands. In gift box. Shipping weight, 9 ounces.

Chromium Case	Yellow Gold Case
Black Leather Strap	Tan Pigskin Strap
4 V 1275— \$5.95	4 V 1276— \$7.95



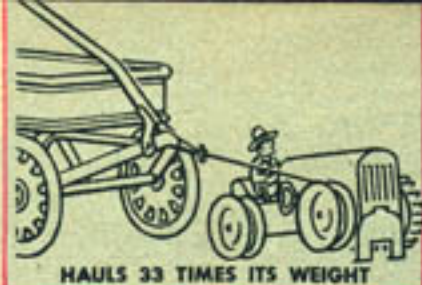
Watch, Knife and Chain Set

A \$1.50 Value! Popular 14-size nickel plated Ingraham pocket watch with 12-in. chain and embossed chromium plated knife. Watch has reliable 30-hour movement, unbreakable crystal, and easy-to-read black numeral dial. In gift box. Shipping weight, 8 ounces.
 4 V 1738—Complete Set... **\$1.00**

ON THOUSANDS OF OTHER PRACTICAL GIFTS



LIFTS ITS OWN WEIGHT

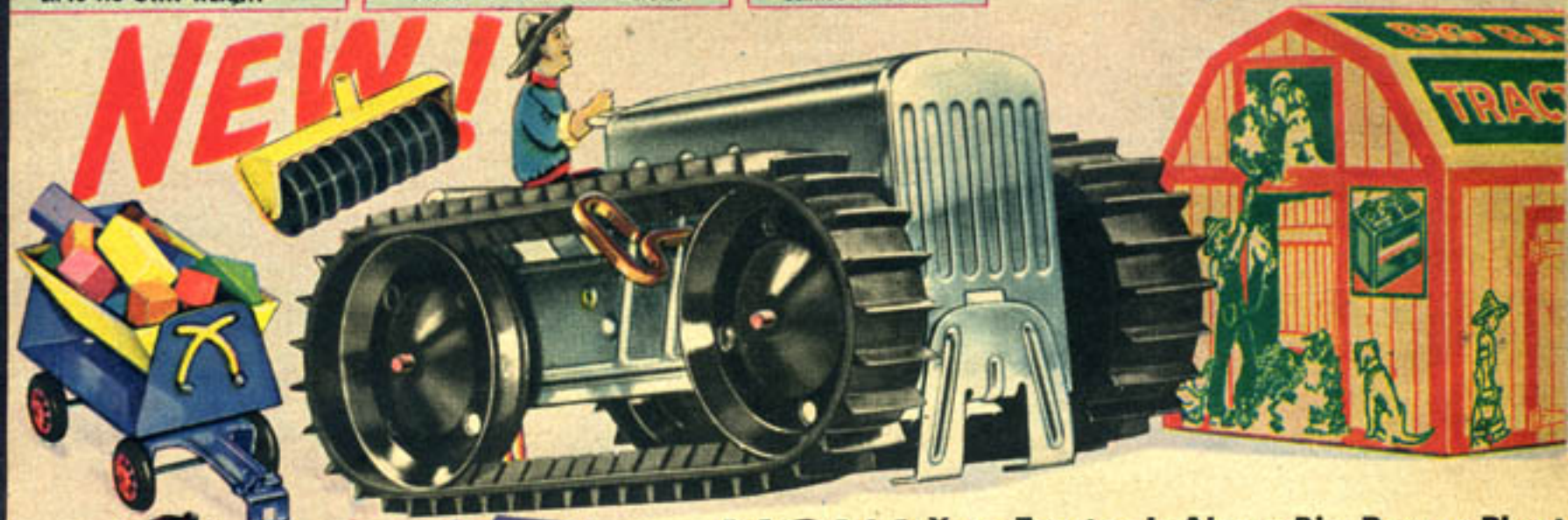


HAULS 33 TIMES ITS WEIGHT



CLIMBS 40° GRADE

ALL 4 STAR FEATURES



NOW Your Tractor Is Also a Big Power Plant ... Over 32 Wonderful Play Pieces in All

- New Power House Tractor and Jack Block.
- New Colorful 13-Inch Hip Roof Barn.
- 10½-Inch Sturdy Steel Dump Truck.
- 8-Inch Steel Dump Gravel Trailer.
- 8-In. Steel Derrick.
- Bag of Wood Blocks.
- 30-In. Logging Chain.
- Disc Harrow, Road Scraper, Pulley Cord.

Regular \$2.75 Value
Marx, aluminum-over-steel case, climbing tractor easily becomes a power plant like Dad's big tractor. Wind the powerful, speed controlled clockwork motor, detach rubber treads from front wheels, jack up with block, attach pulley cord to "power" wheel, release brake. With derrick attached it pulls and lifts heavy objects. Load up Dump Truck or Dump Gravel Trailer. Attach Disc Harrow or the Road Scraper. Tractor will run about 14 feet with one winding. Packed in sturdy box, easily set up as 13x11x10½-in. barn. Assorted color accessories.
\$1.79
49 V 5870—Over 32 Play Pieces. Shpg. wt., 6 lbs. \$1.79



Pound-a-Peg Set



Bench



Hammer and Nail Set



Play Table

New! 3-in-1 Play Table Set Regular \$1.75 Value

- Pound-A-Peg Set.
- Hammer and Nail Set.
- Regular Play Table and Bench.

Table alone sells for \$1.00. Youngsters quickly learn to create new designs either by pounding the 40 colored pegs into the holes of separate panel 11x6 in. or nailing down the 30 colored wood pieces on the sturdy built-in Masonite table top with metal frame and red wooden legs. 18 in. long, 12 in. wide, 18½ in. high. Red wood bench, 12x5x9½ in. high. Wood mallet, nails, design sheets included. Shipping weight, 7 pounds.

79 V 3694.....98c



She Drinks



She Wets



She Sleeps

First Under \$1.59 to Sleep and Wet

69c
• This famous 'Bottletot' also cries, drinks her bottle, wets and after her change goes to sleep. Made by American Character Doll Co. Velvety, pink, soft, flesh-like rubber. Rust-resisting eyes and voice. Loves a bath. Moving head, inside jointed, arms and legs. 10½ in. tall. Diaper, nursery bottle included. Shipping weight, 1 pound 6 ounces.

49 V 2928.....69c



Open Back



Sun Parlor



Living Room



Dining Room



Bedroom



Bedroom



Kitchen



Bathroom

New! 63-Pc. 7-Room, 29½-In. Colonial Type House ... Built to Sell for \$1.25

69c
First time, a 29½-inch doll house of heavy wood pulp board (far stronger and more rigid than cardboard), for less than \$1.50. New lock and tuck feature, which makes it easy to assemble. No cutting, pasting, nails or screws needed. The house little girls have dreamed about. 29½x16x16 in. with the quaintest front entrance, and front porch off the sun parlor (both with doors), and offset kitchen at other end—an entirely new design. Tile effect roof. Stone trim. Attractive green shutters and flower pots printed on windows. Stairway and fireplace. Rugs in every room, just like home. 7 rooms completely furnished with bright color furniture. 4-pc. living room suite, settee, 3½ in. long. 6-pc. dining room. 6-pc. kitchen. 2, 5-pc. bedrooms. 4-pc. sun parlor. 4-pc. bathroom. 28 other pieces, lamp, pictures, shrubs, etc.
49 V 2130—Shipping weight, 3 pounds 12 ounces.....69c



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AND HERE, THINGS THE ENTIRE FAMILY CAN ENJOY ALL YEAR 'ROUND

Blankets	3, 71	Motor Robes	70
Books	98, 99	Radios	57-59
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Electrical Appliances	61	Typewriters	97

SEARS NEW, LOW EASY PAYMENT TERMS

At Sears the Easy Payment Carrying Charge Is Figured on the Unpaid Balance Only

People with regular income will find it easier than ever to buy on Sears Easy Payment Terms. At Sears the larger the deposit you send with your order the less you pay in carrying charges and the more you save. You pay no carrying charge on the amount you send with your order; it is deducted *first* and the charge for credit is based on the UNPAID BALANCE ONLY!

From this Christmas Book, you can buy Bicycles, Radios, Vacuum Cleaners, Watches, Diamond Rings, Silverware, Movie Cameras, Typewriters, and Musical Instruments on our Easy Payment Plan. See Page 1A of Our Big General Catalog for complete list of everything you can buy on Sears Easy Terms.

How to Order on Sears New Easy Terms

Select any of the merchandise listed on Page 1A of Our Big General Catalog, as many different items as you wish, from this Christmas Book, or any other current Sears Catalog. The cash prices of your selections must total \$20.00 or more. Add up the cash prices, deduct the amount you send as a deposit, then find the carrying charge and the amount of monthly payments in the Payment Table below. Refer to Deposit Table for least amount to send with your order. Of course, the more you send with your order, the less carrying charge you pay.

Write your order (it must total \$20.00 or more) on the Easy Payment Order Blank bound in this catalog, answer the simple questions asked there, enclose it with your deposit, and mail it to us. Just as soon as your credit has been established your order will be shipped. You then pay the small amount monthly and almost before you realize it your account will be all paid.

Figure Your Credit Terms This Easy Way

DEPOSIT TABLE

Shows least amount to send with order

If Cash Price of Your Order Amounts to:	All You Need to Send With Order Is *
\$20.00 to \$30.00	\$3.00
30.01 to 40.00	4.00
40.01 to 60.00	5.00
60.01 to 70.00	6.00
70.01 to 80.00	7.00
80.01 to 90.00	8.00
90.01 to 100.00	9.00
100.01 to 125.00	10.00
125.01 to 150.00	12.50
150.01 to 175.00	15.00
175.01 to 200.00	17.50

* This column shows the smallest amount we can accept with your order. However, since the carrying charge and payments (see PAYMENT TABLE at right) are figured on the balance after subtracting deposit, it is to your advantage to send as large a deposit with your order as you conveniently can.

PAYMENT TABLE

Shows carrying charge and monthly payment

If Cash Price Less Deposit (Unpaid Balance) Amounts to	We Will Add for Easy Pay'ts	Amount Payable Monthly
UP to \$15.00	\$1.50	\$3.00
\$15.01 to 20.00	2.00	3.00
20.01 to 25.00	2.50	4.00
25.01 to 30.00	3.00	5.00
30.01 to 35.00	3.50	5.00
35.01 to 40.00	4.00	5.00
40.01 to 50.00	4.50	5.00
50.01 to 60.00	5.50	6.00
60.01 to 70.00	6.50	7.00
70.01 to 80.00	7.50	7.00
80.01 to 90.00	8.50	8.00
90.01 to 100.00	9.50	9.00
100.01 to 110.00	10.00	9.00
110.01 to 120.00	11.00	10.00
120.01 to 130.00	12.00	10.00
130.01 to 140.00	13.00	11.00
140.01 to 150.00	14.00	11.00
150.01 to 160.00	15.00	11.00
160.01 to 170.00	16.00	12.00
170.01 to 180.00	17.00	12.00
180.01 to 190.00	18.00	13.00

WRITE FOR TERMS ON PURCHASES OVER \$200.00

AMAZING NEW Botteltot

NOW CRIES, DRINKS WETS AND SLEEPS

MADE BY
AMERICAN
CHARACTER
DOLL CO., INC.

\$ 89
10½-In. Botteltot-
In 17-Piece Kit



Has Features of Dolls Selling for 25% More

Last year she cried, drank her bottle and wet her diaper, but now she does all that and goes to sleep, too—and she costs no more! These new features will further endear her to the little girls of America. In fact her chubby, velvety, flesh-like pink, true-flesh rubber body and dainty head are so human looking and her actions are so natural, so much like a real baby, that you will almost think that you have a real "new-comer" in your home.

She'll Be 1937's Most Adored Rubber Baby

And how she loves a bath! Water won't hurt her—won't spoil her pretty wistful sleeping eyes or crying voice—because they're rust-resisting. Put her into the tub—scrub her with soap and water—powder her with talcum to keep her dainty and sweet. She turns and moves her pretty inside jointed head, arms and legs. Botteltot has a **PROTECTING TUBE** preventing water from leaking out through arms, legs, or mouth. She is heavy molded rubber—always more uniform in thickness than cheaper, thinner, blown rubber dolls usually offered.

New 10½-Inch Botteltot in 17-Piece "O'Nite" Travel Kit

Deep hemmed, white, lace trimmed organdy dress; white lace trimmed organdy bonnet; slip, 2 extra diapers, 4 safety pins, 4 wood clothespins, rubber sheet, sponge, soap, wash cloth, nursing bottle, nipple. New style, nickel trimmed, cardboard "O'Nite" Travel Kit, 10½x10½x4 in. Snap lock. **49V3510—Shpg. wt., 2 lbs. 8 oz. \$1.89**

New 10½-Inch Botteltot with 10-Pc. Layette—\$1.40 Value **89c**
49V3524—Shpg. wt., 2 lbs. . . .

New 14½-Inch Botteltot in 23-Piece "O'Nite" Travel Kit

All of the dainty little pieces mentioned at left with 49V3510, plus extra graduated nursing bottle complete with nipple; extra diaper, warming bag, and booties. Packed in smart new style, nickel trimmed, attractive, cardboard "O'Nite" Travel Kit, measuring 14½x14½x4½ inch. Snap lock.

49V3511—Shpg. wt., 4 lbs. 9 oz. \$3.98

New 14½-Inch Botteltot with Bottle, Nipple and Diaper. **\$1.98**

49V2929—Shpg. wt., 2 lbs. 8 oz. . . .



SHE POUTS



SHE DRINKS



SHE WETS



SHE SLEEPS



SHE SMILES

NEW Marvel-Tot

ALMOST AS HUMAN
AS A REAL BABY



Again Sears Offer the Only Doll of Her Kind in the World

She does everything every other doll does—then smiles, pouts, and puckers, too. No wonder she became one of the most popular dolls overnight. Just imagine, she cries softly for her bottle, happily drinks it—then wets her diaper—and after her change closes her dreamy, glass-like eyes in restful

10½-In. Marvel-Tot, 20-Pc. Kit

Mercerized cotton shirt, diaper. White organdy, lacy dress, ribbon tied bonnet to match. Slip, 2 extra diapers, safety pins, clothespins, sponge, rubber sheet, soap, wash cloth, booties, nursing bottle, nipple. Nickel trimmed, cardboard, O'Nite Travel Kit, 10¼x10¼x4¼-in., snap lock.

49 V 3501—Shipping weight, 2 lbs. 10 oz. \$2.98

sleep. Just turn her head and watch her pout impishly, smile cheerfully, or pucker her lips teasingly. She's velvety soft, flesh-like and chubby—with complexion and body that has the feel of a real baby's rose petal skin. Made by the American Character Doll Co., Inc.

12½-In. Marvel-Tot, 24-Pc. Kit

Think of it! All of 49 V 3501 contents plus extra graduated nursing bottle, nipple; diaper, warming bag in new nickel trimmed, cardboard, O'Nite Travel Kit, 12½x12½x4¼ in., with snap lock.

49 V 3502—Shpg. wt., 3 lbs. 10 oz. \$4.98

\$2.98
10½-In.
20-Piece
Kit

Marvel-Tot Doll Only

Attractively dressed in mercerized cotton shirt and diaper. Complete with bottle and nipple.

10½-Inch Size	12½-Inch Size
Shpg. wt., 1 lb. 8 oz.	Shpg. wt., 2 lbs.
49V2933 \$1.98	49V2934 \$2.98

NEW Betsy wetsy

NO FINER RUBBER
BABIES AT ANY PRICE



SHE DRINKS

SHE WETS

SHE SLEEPS

Arms, legs and head held by strong rubber instead of metal springs that rust.



\$4.98
12½
Inch

She's Rubber and Loves a Bath

Her beautiful head, unbreakable Identite (hard rubber), has pretty moulded hair. Sleeping eyes, real lashes. Lacy dress, bonnet, slip. Socks, booties, 3 diapers, shirt, bottle, nipple, safety pins, clothes pins, powder puff, sponge, washcloth, soap.

12½-Inch Bent Leg Doll With 21-Piece Layette
In wood frame, 3-drawer chest, 13½x8½x9¼ in. \$4.98
49 V 3520—Shpg. wt., 6 lbs. 3 oz. \$4.98

14½-Inch Bent Leg Doll With 23-Piece Layette
In hinged cover, "Airplane" O'Nite Kit. Can of talcum and baby bunting. Striped case, 16½x10¼x5¼ in. \$4.98
49 V 3519—Shpg. wt., 5 lbs. 8 oz. \$4.98

12-Inch Straight Leg Doll With 21-Piece Layette
Hinged cover, "Airplane" O'Nite Kit. Striped case, with travel labels, lock. 14½x11½x3¼ in. Shpg. wt., 3 lbs. \$2.98
49 V 3518 \$2.98

The Season's Smartest

"I Cry" Stylish "Fur Coat"
"I Sleep" Doll-Cute "Scotty"

at Over 1/2 Savings

\$1.49
15-Inch

"Fur ensembles are the thing," say stylists. And don't you think this proud little lady doesn't know it! Isn't she smart? With her stylish, snug fitting, "Persian Lamb" effect cotton plush ensemble and her port little "Scotty," Cossack style coat, hat, muff, and dog of same material.

Human hair ringlets in profusion are sewed firmly to a cloth foundation. She looks out at you with go-to-sleep eyes, swept by long lashes as her mouth smiles just enough to show pearly teeth and little pink tongue. Some times she cries. Head, arms and legs are composition—body stuffed with soft cotton. Arms are inside jointed the better way. She also wears the prettiest printed dress—undies, socks and shoes.

The matching "Scotty" (worth 50c) looks keenly ahead out of glass-like eyes—with his silky nose and mouth, realistically alert. He is held under control by a red patent leather leash. Three snappy ensemble sizes with matching "Scotties."

Cat. No.	Size	Shpg. Wt.	Price
49 V 3063	15-inch	1 lb.	\$1.49
49 V 3064	17-inch	1 lb. 12 oz.	1.98
49 V 3065	19-inch	2 lbs. 4 oz.	2.98

"I Cry"
"I Stand Alone"

In the Snow . . . She Will Go!

"Whee! Isn't it fun? I don't feel cold a bit in my new ski suit!" Little wonder, young lady, for your zipper blouse, ski pants and cap are made of warm, snug narrow wale corduroy. From top to toe, a lady of fashion! Socks and shoes, too. Full composition body with head that tilts and turns, real sleeping eyes, long real lashes, open mouth, tiny tongue and teeth.

12 1/2-Inch Size	16-Inch Size
Shpg. wt., 1 lb. 8 oz.	Shpg. wt., 2 lbs.
49V3256 . . . 98c	49V3257 . . \$1.98

"I Sleep"

VERY SPECIAL!! "My Dolly" With Beautiful Layette as Shown Half the Usual Price of Doll Alone

Meet this 14-inch "My Dolly", cuddlesome creation of Miller Rubber Co. who treat their fine rubber dolls with a "Rub-X" finish that leaves the "skin" smooth and seals the "pores" against dirt. If she should fall out of your arms right on her "Millite" (hard rubber) head, don't worry—it's hard to break. And how she loves a bath! Bathe her often—even covering her head with water. Pretty lustrous sleeping eyes are bright and sparkling, with long lashes.

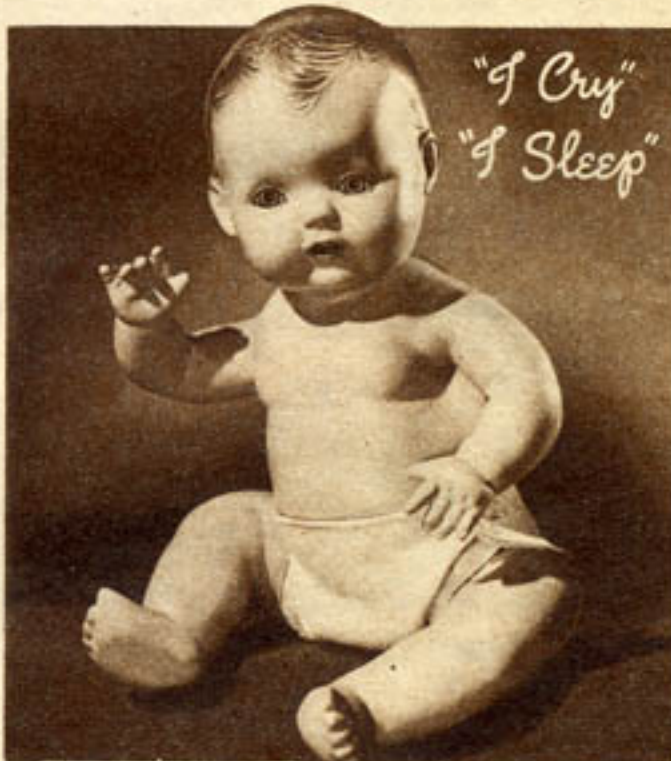
She is accompanied by the nicest layette, consisting of lace trimmed, pleated organdy dress; lace trimmed, silk ribbon tied organdy bonnet. Slip, booties, diaper and safety pins. Shipping weight, 3 pounds 3 ounces.

49 V 2916 \$1.49

\$1.49

Complete

"I Cry"
"I Sleep"



"Toodlums" Now Greatly Improved . . . But Costs No More

Exceptional Value . . . Usually Sells for \$1.50—Unbreakable all rubber "Toodlums" NOW cries as well as sleeps; rubber costs more, yet you can still buy her for last year's price. Pay no more than you would for dolls with rubber bodies, composition heads and no voices; or for breakable all composition dolls. "Toodlums" is such a soft, huggable little tyke . . . pink, flesh-like rubber. Inside jointed legs, arms. Rust-resisting eyes. 49 V 2915—12 1/2 In. Tall. Shpg. wt., 1 lb. 11 oz. 98c

98c

America's No. 1 DOLL VALUES

EASILY WORTH \$1.50 TO \$2.00

Your Choice

95¢



Big, Yet Beautiful . . . Prettily Dressed, Too

You'll rub your eyes when you read the price tag—you'll say it can't be true. But it is! Only by ordering carloads early in the year, when prices were lower, could we get such utterly lovely, extra large dolls to sell for less than \$1.00. We'll leave it to your good judgment! Where else could you duplicate these amazing quality features?

1. Beautiful—unbelievably big, sleeping dolls, of fine quality materials.
2. More correctly proportioned than the usual low priced dolls even though larger, because better parts are used.
3. Big, wistful, sleeping eyes. Long lustrous lashes. (49V3016 has no lashes.)
4. Soft crying voices. (49V3017 has no voice.) Rosebud mouth; tongue, pearly teeth.
5. New, full cut dresses, smartly styled by our famous stylist, Anne Williams.
6. Jaunty bonnets and undies in matching colors—very attractive.
7. Sprayed, waterproofed, pink tinted enameled composition head, arms, legs.
8. Prettier and better features—more life-like faces than found in most dolls selling for \$1.50 to \$2.00.

"I'm So Proud of My 'Furry' Outfit!"

(A) First time a 17-in. composition doll with "furry" plush ensemble, all these features has been sold for so low a price. Pretty white soft, cotton plush, Cossack style hat, coat, muff. Organdy frock. Undies, cotton socks, imitation leather shoes. Dainty mouth, teeth, tongue. Sleeping eyes, long lashes. Turning, tilting head. Long slim legs, inside jointed arms. Shpg. wt., 1 lb. 10 oz. 49 V 3017 95¢

"Mama Says I'm Very Big for My Age"

(B) We'll say she's the biggest value in the doll line. 20 in. tall and pretty, too! Modeled curly hair is painted to look real. She has go-to-sleep eyes. Chubby arms and legs are curved and dimpled and inside jointed (the better way). Dainty lace trimmed organdy dress. Silk ribbon tied bonnet. Slip, rubber panties, white socks, shoes. Shipping weight, 2 pounds 4 ounces. 49 V 3114 95¢

"Big, Why I'm 19 Inches Tall!"

(C) Such quality, daintiness, beauty! She's hard to match at \$1.50 or even \$2.00. Beautiful long curl mohair wig (newed on, not pasted). Go-to-sleep eyes. Cry voice. Dainty printed ruffled organdy dress. Double ruffle organdy bonnet, ribbon tied. White undies, socks and shoes. Her long graceful legs and inside jointed arms are composition. Shipping weight, 2 lbs. 49 V 3016 95¢



Dainty All-Composition Dolls

Real bargains! Hard-to-break composition turning, tilting heads, inside jointed arms and legs, sprayed enamel finish with winsome expressions in painted eyes. Shipping weight, each, 12 ounces.

- | | | |
|--|---|---|
| 9½-In. Baby Doll
Adorable. Printed, dotted, lacy organdy dress; bonnet, diaper, socks.
49 V 3446..25c | 9½-In. Topsy Doll
Brown color. Three cute pigtails; ribbon bow ties, colorful garments.
49 V 3445..25c | 11½-In. Girl
Stands alone. Cute, lacy, print dress, hair bow, socks, shoes.
49 V 3444..25c |
|--|---|---|

Two Exceptionally Attractive Values

In Spite of Increasing Prices We Again Bring You Money-Saving Values

New 14½-In. Composition Sleeping Girl

Stands alone. Hard-to-break composition. Moving eyes. Cute turning, tilting head. Full length, inside jointed arms; inside jointed legs. Dainty, floral swiss, dotted, braid trimmed organdy dress, organdy bow on dark sprayed hair. Undies, cotton socks and shoes. Shipping weight, 1 pound 4 ounces. **49c**
49 V 3460

14-In. Crying, Sleeping Baby

Cotton stuffed body. Composition, inside washer jointed arms composition head and legs. Deep hemmed, pleated, lace trimmed organdy dress, ribbon tied organdy bonnet. Undies, cotton socks, shoes. Shipping weight, 1 pound 8 ounces. **49c**
49 V 3463

For Tiny Tots

Just right for baby's first doll! Because they are soft and cuddly Baby can sleep with them. **98c** Each

"Little Boy Blue" Doll

13-inch rayon plush, kapok stuffed. This doll almost brings to life the "Little Boy Blue" of nursery rhyme fame. Soft, fluffy with pretty, sanitary, painted face. Shpg. wt., 5 oz. **98c**
49 V 3107

18-Inch Cloth Doll

Sanitary, rubberized, easy-to-wash pretty painted face. So big, she's a regular playmate. Body is soft and covered with bright colorful "Pepperel" print material. Shipping weight, 14 oz. **98c**
49 V 3106

Regular
\$3.00 Value!

27 Inches Tall

\$1.98

● All composition. 27 inches tall. Big, lovely, standing, well dressed, all hard-to-break composition doll at a new low price.

So daintily dressed she's hard to resist. Organdy dress with organdy pointed collar, elastic puffed sleeves, matching bonnet. Undies. Cotton socks; tied imitation leather, buckle shoes. Inside jointed, turning tilting head. Wistful, sleeping eyes, long lashes. Dainty rosebud mouth, pearly teeth, little pink tongue. Mohair wig. (Cannot be combed or brushed.) Inside jointed composition arms (the better kind). Full length inside jointed composition slim legs. Shipping weight, 5 pounds.
79 V 3330...\$1.98



Cuddly Dolls



Special 22-Piece Layette for Dolly **98c**

Lace trimmed organdy dress. Ribbon tied bonnet. Cap, slip, coat, rubber panties, stomach band, bound diaper, safety pins, socks, booties, blanket, washcloth, towel, sponge, soap, nursing bottle, bib, pillow, powder, sheet. Surprisingly low priced! Fits 10½ to 19½-In. Dolls. State Height. Shipping weight, 1 pound. **98c**
49 V 3544

9-Piece Layette for Baby Dolls **39c** And Up

A quality outfit for rubber or composition baby dolls. Consists of lace trimmed organdy dress, lacy bonnet, lacy slip. Canton flannel coat. Canton flannel diaper, all edges finished. Stomach band, socks, booties, safety pins. Shipping weight, 11 ounces. **39c** Fits Dolls
49 V 3538—10½ to 11½-in. **39c**
49 V 3540—12 to 14½-in. **49c**

3 Pretty Dresses **89c** And Up

Three extra dresses for Dolly's wardrobe. Pretty printed morning dress "for play." Dainty, lawn afternoon dress for "dress-up." Crisp organdy evening dress for that "important party." Shpg. wt., 5 oz. **89c** Fits Dolls
49 V 3512—14 to 16½ in. **\$0.89**
49 V 3513—17 to 19½ in. **.98**
49 V 3514—20 to 23½ in. **1.09**
49 V 3515—24 to 26 in. **1.19**

2-Pc. Sweater Sets **49c** And Up

Your Dolly needs this stunning two-piece outfit when you take her "bye-bye." Blue sweater with white rolled collar, yarn ornament and knitted beret with yarn pompon to match. Shpg. wt., 6 oz. **49c** Fits Dolls
49 V 3504—13 to 14½ in. **49c**
49 V 3507—15 to 17½ in. **59c**
49 V 3508—18 to 19 in. **69c**
49 V 3509—20 to 22½ in. **79c**



We'll tell the World --- She's a Bargain

26 INCHES OF REAL BEAUTY!

• Only \$3 to \$3.50 babies
have such de luxe features!

Go ahead—shake your head! We don't blame you one bit for wondering how such a breath-taking, human-looking, exquisitely dressed baby doll can be sold for so little money. We've never seen its equal. She's not just one of the usual

"25 or 26-in." or "Big as a 6-month old baby" dolls with extra long, out of proportion bodies and too small head, arms and legs. She really is 26 inches tall and properly proportioned. She has big appealing sleeping eyes with long, real lashes, and can cry. Her "skin" is double sprayed and expertly flesh tinted to give it that beautiful human finish.

The perfect baby face has mouth open just enough to show tiny pearly teeth that glisten, and a little pink tongue. She can turn her pretty baby size head, hold up her full length arms, for they are inside jointed (the better way), sit up straight, or lie down. So soft and cuddly that you'll just love to hold her tight and feel her big arms cling to you—just like a real baby. She's dressed in a lovely full cut, ruffled organdy dress, trimmed with finest quality lace, with lace trimmed bonnet to match, combination undies, rubber panties, socks and booties. Shipping weight, 5 pounds.

79 V 3150\$1.98

\$1.98



"I Cry"
"I Sleep"

Beautiful Baby in Real Blanket Coat

Up to now a 24-inch baby of this type and quality sold for \$3.00 to \$3.50. Now you save about half at Sears! Bonnet with ruching insert, ribbon ties, and ruffle trimming complete this beautiful ensemble. Lace trimmed organdy dress. Nainsook undies, rubber panties, white cotton socks and tied moccasins. Soft cotton stuffed body, hard-to-break composition turning head, tied legs, and arms. Big, lustrous, sleeping eyes with real lashes, open rosebud mouth, tiny tongue and pearly teeth.

24-Inch Size—Blanket Cloth Coat and Bonnet

Shipping weight, 3 lbs. 9 oz.

49 V 3147\$1.98

16-Inch Baby, Pique Coat and Bonnet, Otherwise as above

Shipping weight, 1 lb. 9 oz.

49 V 314498c

\$1.98

24-in.



"I Cry"
"I Sleep"

Beautiful De Luxe Baby Dolls

Here's loveliness de luxe for those who prefer quality to size. Exquisitely molded head, arms, and legs "rose petal" pink, double sprayed, hard-to-break composition—highly tinted. So real, so cuddly! Head tilts saucily. Big appealing, glass-like eyes go to sleep—long lashes, rosebud mouth, teeth and tongue. Full length inside jointed arms (the better kind) inside tied legs. Ruffy, celanese ensemble—lace trimmed collar; poke style bonnet, silk streamers; undies, rubber panties, rayon socks, imitation leather booties.

16-Inch Size
Shipping wt., 2 lbs.
49 V 3141...\$1.49

20-Inch Size
Shipping wt., 3 lbs.
49 V 3142...\$1.98

26-Inch Size
Shipping wt., 5 lbs.
79 V 3181...\$2.98

\$1.49

16-in.

Again... Madame
Alexander, World
Famous Doll Designer,
Scores a Hit!

JANE
WITHERS'
DOLLS—1937's
BIG HIT!

Jane Withers

NEW!

Alexander Sensation

The lovable imp of the movies—created into a laughing, adorable human looking doll. Head turns and tilts. Soft combination "brown ringlets and bangs," mohair wig. Go-to-sleep eyes. Curly lashes. Teeth and tiny tongue. (49 V 3350 has closed mouth, no teeth or tongue.) De Luxe composition inside jointed arms, long slim legs. Lace trimmed dress, cute hat with saucy, turned up brim, lace undies, rayon socks, snap buckle shoes... the prettiest doll of the year. "Gold plated" name pin and Jane Withers' photo included.

13½-In.	15-In.	17-In.	20-In.
49 V 3350	49 V 3351	49 V 3352	49 V 3353
Shpg. wt., 1 lb. 4 oz.	Shpg. wt., 1 lb. 12 oz.	Shpg. wt., 2 lbs.	Shpg. wt., 2 lbs. 8 oz.
\$2.25	\$2.69	\$3.59	\$4.59

ANNETTE

EMILIE

COPYRIGHT
1937, NEA
SERVICE, INC.

YVONNE

CECILE

MARIE

Yvonne

New Dionne Quints
NOW WITH VOICES

Every little girl has wanted a Dionne quint that could say "Mamma" as well as sleep. Here it is, larger, more real, more charming than ever, and they stand up like they did last year, too. Go-to-sleep eyes, curly dark brown hair, tied with silk ribbon rosette and bandeau. Soft cotton stuffed babies—made of hard-to-break-composition. Pink tinted head, arms, and legs. Mama voice. (49 V 3070 has crying voice.) Organdy lace, front shirred, trimmed dress, organdy undies, two-tone rayon socks, snap buckle shoes. "Gold plated" name pin, Quint booklet incl. Order by name, Yvonne, Marie, Cecile, Emilie, Annette.

13-Inch Quint	17-Inch Quint	20-Inch Quint
Shpg. wt., 1 lb. 12 oz.	Shpg. wt., 2 lbs. 4 oz.	Shipping wt., 3 lbs.
49 V 3070	49 V 3071	49 V 3072
Each...\$2.98	Each...\$3.98	Each...\$4.98

PARATEX
SALLY
JANE

She
Won't
Break

For Shirley Temple Dolls, See Sears Big Catalog

She
Really
Walks

Not Only Long Lasting, but Beautiful

She's hard rubber (Paratex) which won't chip, crack or peel, is not affected by water. Made by American Character Doll Co., Inc. Sleeping eyes—long lashes, turning tilting head, inside jointed arms and legs. Stands alone. Human hair wig, sewed on cloth foundation, tied with silk ribbon bows. Celanese dress, wide ruffles, ribbon rosette. Lace trimmed undies, socks, snap buckles shoes.

49 V 2880—15-Inch Size. Shpg. wt., 1 lb. 8 oz. \$2.98

Our Darling "Pig Tails"

Fine imported human hair ringlet wig. Glass-like, sleeping eyes, long lashes, cry voice. Full length, slim legs and inside jointed arms, of composition. Rich celanese dress, close fitting black velvet bodice. Edged collar, elastic puffed sleeves. Complete with cute undies, lace slip, rayon socks and shoes.

16-Inch Size	24-Inch Size
Shpg. wt., 2 lbs.	Shpg. wt., 4 lbs.
49 V 3038	49 V 3049
\$2.98	\$4.98

Greatly Improved for 1937

Grasp around waist from back, she steps along, head turning automatically. Human hair wig with 6 long curls. Big wistful, glass like eyes, that sleep—long lashes. Hard to break composition legs, inside jointed arms. She sits or stands. Lustrous, celanese taffeta pleated dress, lace undies. Socks, shoes.

16-Inch Size	20-Inch Size
Shpg. wt., 1 lb. 8 oz.	Shpg. wt., 2 lbs. 8 oz.
49 V 3396	49 V 3398
\$2.98	\$4.98



**"This 'Round the Clock'
FOUR-COSTUME OUTFIT
Will Be Tops for 1937, Why the
Doll Alone Is Worth \$2"—Anne Williams**

8 P.M. to 8 A.M.
Cozy and warm. She'll love these soft cotton flannel pajamas, so smart looking and snug on cold winter nights.

8 A.M. to 12 Noon
Print, school or morning dress with ruffle, lace trimmed around bottom. Peter Pan collar. White undies, cotton socks, shoes.

12 Noon to 4 P.M.
For strolling or shopping. Stylish printed pique coat, smart tam to match! She'll be the hit of the avenue!

4 P.M. to 8 P.M.
Crisp, organdy party dress. Contrasting ruffle and trim, silk ribbon tied organdy bonnet. The sweetest outfit of all.

Beautiful, 21-Inch Doll and 4 Stunning Outfits Described Above

Soft human hair curls. Pretty wistful sleeping eyes, long curly lashes, dainty rosebud mouth, white pearly teeth, and little pink tongue. Finest full length composition legs. Inside washer, jointed full length arms (the better kind), double sprayed, pastel pink tinted composition.

49 V 3069—Doll and 4-Costume Outfit. Shpg. wt., 2 lbs. 8 oz.

\$1.98



"I Cry"
"I Sleep"

More Real Hair Dolls in Sears Big Catalog



22-Inches—Real Hair Curls

Others ask up to \$3.50. Smartly styled with removable, floral organdy coat and hat. Adorable dream-like outfit: coat, hat, dress and undies. Extra long real human hair curls on full foundation sewed wig. Finest, double sprayed, pastel tinted, jointed composition head, arms, legs. Soft cotton stuffed body. Expressive, big glass-like sleeping eyes, long curly lashes. Rayon socks, buckle leather shoes.

49 V 3054—Shpg. wt., 3 lbs. \$1.98

\$1.98

25-In. Vision in Organdy.

Regularly \$3.50 for this quality. Unusual, not only because she's big, but she's also dressed in the loveliest print organdy dress with jaunty hat to match. Six long human hair curls, fall over her pretty shoulders. Big wistful sleeping eyes, real lashes—Hard to break composition head, arms and legs with soft cuddly, stuffed body. Combination undies, socks and white buckle shoes.

79 V 3053—Shpg. wt., 4 lbs. \$1.98

\$1.98

Big and Sweet as She Can Be

No wonder others ask as much as \$4.95. Eight long human hair curls. Wistful, go-to-sleep, glass-like eyes. Long lashes. Cute, shirred ruffled organdy party dress, silk ribbon tied poke style bonnet, combination undies, two-tone rayon socks and snap buckle shoes. Extra fine quality, double sprayed, pastel pink composition head and arms inside jointed (the better way). Soft, cotton stuffed body. Shipping weight, 5 lbs.

79 V 3055 \$2.98

\$2.98

SAVE!

1937's SMARTEST DOLL BUGGIES

\$4⁹⁸

New Half-Oval Fiber Doll Buggy

\$7.00 Value . . . For Dolls Up to 24 Inches Tall

Roomy body is reversible (see small picture). Reclining back. Hood has new military roll front, tear drop windows. Strong undergear. 8-inch wire wheels, 1/2-inch rubber tires. Hand brake. Handle 25 1/4 inches from floor. Height to top of hood, 29 1/4 inches. Mailable. Shipping weight, 15 pounds.

79 V 8147—Striking two-tone tan enamel \$4.98
79 V 8148—Pretty two-tone light green enamel 4.98



REVERSIBLE BODY



Christmas Special—\$4.00 Value

Extra Large . . . Big Enough for 22-Inch Dolls

New, narrow, closely woven round edge fiber. Full length handle. Larger than most \$4.00 buggies! 26 1/4 in. to top of hood, 23 in. long over all. Body size, 18 1/2 x 9 in. Reclining back. Adjustable hood has latest military roll front and windows in assorted designs. Handle 24 in. from floor. Body, hood and undergear light green, enameled. 7-in. rubber tired, strong wire wheels. Mailable.

\$2⁸⁹

79 V 8145—Shipping weight, 8 pounds \$2.89



\$10 Value—Save About 1/3 at Sears

\$6⁹⁸

The largest buggy we ever offered at this price. Dollies 28 in. tall will find this buggy comfortably roomy—body size, 24 1/4 x 13 in. And as for style, construction and VALUE, it has no equal. Body with reclining back and hood are new, fancy half-oval fiber decorated with colorful woven-in design. Sturdy undergear is a perfect match. Handle, 26 1/2 in. from floor. Hand brake. Strong, 9-in. wire wheels, nickel plated hub caps, 3/4-in. rubber tires. Height to top of hood, 35 in. Length, over all, 34 in. Not Mailable. Shipping weight, 22 lbs.

79 VM 8149—Beautiful two-tone tan enamel \$6.98
79 VM 8150—Pretty two-tone green enamel 6.98



TWO BIG BARGAINS FOR CHRISTMAS

\$2.50 Value at Reduced Price

Holds up to 18-in. dolls. 23 in. to top of hood. Tan enameled body and hood. Narrow fiber, bound edges. 6-in., rubber tired wheels. Body, 16x8 in., wood bottom, back. Pusher, 23 1/2 in. from floor. Mailable.

79 V 8144—Shpg. wt., 6 lbs. \$1.87

\$2.50 Value—New Stroller

For all dolls. Closely woven fiber, rolled around top. Seat, 8 1/2 x 7 in. Rubber tired, 6-in. front, 7-in. rear wheels. Steel foot rest. Enameled tan. Handle 22 1/4 in. from floor. Mailable.

79 V 8113—Shpg. wt., 6 lbs. \$1.87



2-In-1—Chest and Seat

\$2.50 Value. Extra roomy, 24x12x12 in., for storing lots of toys. Heavily padded top and sturdily constructed—dandy as a seat in the youngster's room. Maroon cretonne covered. Shirred bottom. Mailable.

79 V 8422—Shpg. wt., 9 lbs. \$2.19

Gray Enameled Sulky

For all dolls. Quality narrow flat fiber reinforced with steel. Seat, 7 1/2 x 6 1/2 inches. Handle like on Baby's sulky, steel foot-rest and back stop—6-inch rubber tired wheels. A Sears Christmas value. Mailable.

79 V 8141—Shpg. wt., 4 lbs. \$1.00

"LET'S SERVE TEA"



Again Save 50%
\$1.00 Any place but Sears you'd pay \$2.00 for this 19-in. youngsters' rocker, because it's built of real, **HAND WOVEN** fiber like furniture for grown-ups. Padded hardwood seat, colorful cretonne covered. Broad back with rolled edge. Flared arms, 17 1/4 in. across; sturdy uprights. 21 1/4 in. shaped, hardwood, regular large furniture runners. Roomy seat, 11 1/4 x 11 1/4 in., 8 1/2 in. from floor. Soft pastel, two-tone color with contrasting woven-in color design in back. Mailable. **79 V 8580—Shpg. wt., 9 lbs. \$1.00**



Worth \$1.00 More!

Hand woven fiber. Removable, padded 11 1/2 x 13-inch seat, colorful cretonne cover. 23 in. high. 21 1/2 in. runners. Arched apron in front. 2-tone tan with contrasting woven-in color design in back. Mailable. **\$2.98**
79 V 8513—Shpg. wt., 10 lbs. \$2.98

\$3.00 Value Rocker

Hand woven fiber. Padded, removable 12x12 inch seat, cretonne covered; 10 in. from floor. Sturdy uprights. Woven-in design in back; apron front. Beautiful beige color. Height, over-all, 22 inches. Mailable. **\$1.98**
79 V 8512—Shpg. wt., 10 lbs. \$1.98



Tea in the Modern Manner

—and at Big Savings!

Miss Modern Miss is entertaining, and everything must be just so. Says she, "Do you like my new furniture set? You know, it's the first little girls' furniture of this type, and I'm so proud." Says we, "It's swell—so different, so ultra modern."

Understructures are 3/4-inch tubular steel fastened with non-rusting cadmium plated bolts to stamped steel apron. Chair seats and table top of finished maple. Enameled steel parts.

Medium Size

Plain table top, 20x15 in.; 17 in. high. Chair seats, 10 1/4 x 8 1/2 in.; 9 1/4 in. from floor. Shipping weight, 18 pounds. **\$2.89**
79 V 8576—Mailable.. \$2.89

Large Size (as shown)

Designed edge table top, 24 x 18 in.; 19 1/4 in. high. Chair seats, 10 1/4 x 12 in.; 12 1/4 in. from floor. Shpg. wt., 24 lbs. **\$4.69**
79 V 8577—Mailable.. \$4.69

\$2.89
 Med. Size



Save 25% on These 3 Pieces

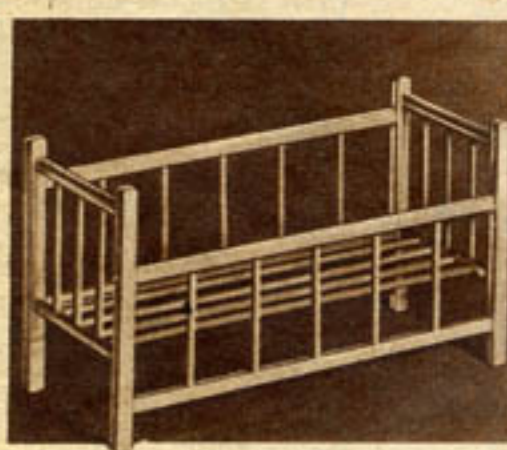
Built of stout Northern hardwood, finished in ivory color enamel. Nicely turned legs screw into cross cleats. 19x13-in. table top stands 18 in. high. Scotty design in center. Two chairs, with dowel backs and scroll tops, have 9x9-in. seats, 9 1/4 in. from floor. Height over-all, 18 1/2 in. **\$1.89**
79 V 8574—Shpg. wt., 11 lbs. Mailable. \$1.89

Hardwood Drop-Leaf Sets

\$5.50 Values!
 Table top, 20x25 in. with leaves raised; 20 1/4 in. high. Sturdy, turned wood legs. Two comfortable chairs, with 11x11-in. seats, 12 1/2 in. from floor; beveled top and front edges. **\$3.98**

These new 25-in. panel-back chairs have gouged out grip handle at top to make carrying them easy. Nicely turned legs. Mailable. Shpg. wt., 25 lbs.

Cherry Maple Finish
79 V 8578... \$3.98
Light Green Enamel
79 V 8579... \$3.98



Regular \$1.00 Features

Largest drop-side crib offered at this price. 24 inches long, 12 1/4 inches wide. 14 inches high. Metal furniture glide on bottom of each leg like real baby bassinets. Northern hardwood, ivory color enamel. Easily assembled. What fun to make sheets and comforters for this bassinet. Mailable. Shipping weight, 3 pounds. **59c**
79 V 7920... 59c



Easily Worth \$1.50

30 inches long, 15 inches wide, 18 inches high. That's as big as some \$2.00 cribs! Drop-side—it's easy to tuck Dolly in. Beautiful wood panel in each end. Built of Northern hardwood with attractive maple finish. Sturdy, removable wood bottom. Metal furniture glides on legs, just like a real baby's bassinet. Mailable. Shipping weight, 5 pounds. **98c**
79 V 7921... 98c



New \$3.00 Drop Side Bassinet

Now with roomy, sliding drawer about 1/2 length of entire crib, for dolly's nighties, comforters, etc. AND a 1-piece mattress, pillow combination. New 3-ply wood panel in each end. Legs have swivel casters. 30 inches long overall, 15 inches wide, 19 1/2 inches high. Northern hardwood in maple finish. Mailable. Shipping weight, 6 pounds. **\$1.98**
79 V 7922 \$1.98



"Oh! Goodie! It's a 17-Piece Toy Bake Set" Cook Book by Sears Expert Included

Mmm! What "goodies" you can make with this big 17-piece set. And baking will be so easy and so much fun, too. Follow recipes in **Little Cook Book**; you'll have cake, muffins, biscuits, just like Mama's. And they'll be oh so good to eat, for recipes are prepared by Sears cooking expert. Set includes: 1-cup size revolving flour sifter, graduated measuring cup, 10-in. wood bread board with red design around edges, 10-in. rolling pin, real egg beater, cookie sheet; 4-cup muffin pan 4 in. square; tube cake, layer cake, bread and fry pans; pie tin, a real mixing bowl to fit the flour sifter; potato masher and 2 cookie cutters in proportion.

49 V 1959—Shipping weight, 2 pounds 2 ounces.....**59c**

"LET'S KEEP HOUSE"



Sears 5-Pc. Handy Housecleaning Set "Now I'll Play I'm the Mother"

Sears own styled outfit at big savings! What little girl hasn't dreamed about a practical set like this so that she may imitate her mother in keeping the house in order. It's practical, instructive and will keep her occupied for hours at a time. Just her size. (1) **Toy Kenmore vacuum cleaner**, revolving brush, sateen bag. (2) **24-inch new wringer-style wet mop**, twist metal grip to wring; strands held in steel grip wood handle. (3) **11-in. cotton yarn duster**. (4) **32-in. broom-corn broom**, enameled wood handle. (5) **New style enameled steel dust pan**, long handle.

79 V 6498—5-Piece Cleaning Set. Shpg. wt., 4 lbs..**79c**



20-Pc. Cooking Set

Regular \$1.00 value. **79c**
Pure Aluminum. Large pieces. 8-page cook book, whistling 3½-in. tea kettle, 4-in. 3-pc. double boiler, 3¾-in. pudding pan, 6 cookie cutters, 4-in. handled fry pan, Sauce pan, mixing bowl, pie pan, bread pan, measuring cup, mixing spoon. Cookie sheet, 4¼x3½ in.

49 V 1870—Shpg. wt., 1 lb. 1 oz..**79c**



All Steel Kitchen Cabinet

New, miniature cabinet-table with amazing, new 2-in-1 feature. Slip entire top off, you have a white enameled top kitchen table, 14 in. wide. Cabinet enameled ivory, 13½ in. high, 4 compartments, 2 with hinged doors with knobs, embossed doors and drawers below. Play packages of food.

79 V 2069—Shpg. wt., 5 lbs..**89c**

New Electric Stoves . . Utensils Included



Regular \$2.50 Value

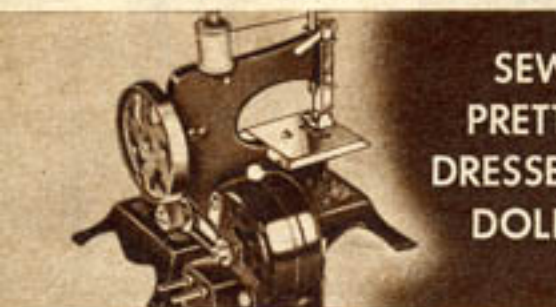
Has 3 real burners. Oven has hinged door, heat indicator. Dummy clock on splash panel. Listed by Underwriters. Heavy steel; white crinkle enamel finish, colorful trim, 10¼ in. long, 10½ in. high. Extension cord, plug for 110-volt A.C. 4 cooking utensils, and recipe book.

49V2083—Shpg. wt., 3 lbs. 8 oz..**\$1.89**

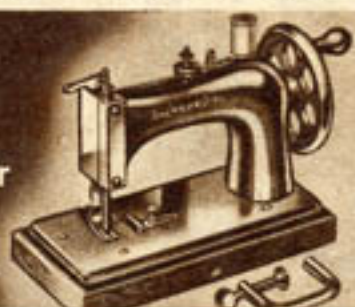
Popular Priced

6 utensils. Orphan Annie design. Listed by Underwriters. Heavy gauge steel, colorful finish. 3 open burners on top; two hinged handled oven doors. Extension cord, plug for 110-volt A.C. Stove 9½ in. wide, 8½ in. high. Handled fry pan, sauce pan, stew pan, mixing spoons, pie tin.

49 V 2079—Shpg. wt., 4 lbs. 8 oz..**97c**



SEW PRETTY DRESSES for DOLLY



Only Toy Electric Below \$10

Motor actually runs machine. Speed regulator; use ordinary cord; 110-120-volt A.C., 60 cycles. 8x7½ in. Black; nickel plated trim. Thread, clamp, instructions.

Motor Driven Model Shpg. wt., 3 lbs. 12 oz. 49 V 2002. **\$1.98**
Hand Driven Without Motor Shpg. wt., 1 lb. 6 oz. 49 V 2003. **95c**

Famous "American Girl"

Built in same factory as large machines. Sewing machine chain stitch. Enclosed parts. Tilt-top style. 7¼x6½ in. Baked-on enamel. Nickel plated trim. Clamp, instructions. Shpg. wt., 3 lbs. 8 oz. 49 V 2004. **\$3.89**



12-Pc. Toy Bake Set

Bargain! Mmm! Won't cakes, cookies, muffins taste good when baked with this little outfit! 7¼-in. metal cookie sheet and 11 other handy little pieces as shown. Shipping weight, 1 pound 2 ounces. 49 V 1964. **25c**



Table Cutlery Sets

Aluminum knives, forks, spoons and a ladle. Knives are 4¾ in. long. Other pieces in proportion. Made in Germany. 13-Pc. Set 49V1956 **39c**
19-Pc. Set In oil cloth roll. 49 V 1960 **69c**
Shpg. wt., 8 oz. Shpg. wt., 6 oz.

LIKE MOM DOES



41-Piece Aluminum Percolator Set

Save 30% on This Big \$1.00 Value

"You must come over to my house for tea." Little Miss Hostess certainly can take care of her guests in style with this complete, very practical and attractive set. 41 pieces—brand new, pure aluminum, rilled (giving stepped effect), with percolator that really can make coffee. Not the old fashioned embossed shape, but ultra modern service for four. 4 3/4-in. red banded, 3-pc. percolator with red handle and glass top dome. Four 4 1/4-in. plates, 4 cups and saucers. Footed sugar and creamer. Four 4 1/4-in. knives, 4 forks and spoons. Four napkin rings and 8 paper napkins.

69c

49 V 1879—Shipping weight, 1 pound..... 69c

USUAL
\$1.50
VALUE

Sears Price
89c



45-Piece Blue Willow Design China Dinner Set

An Extra Special Bargain

Not only a tea set but a complete dinner set service for 6, consisting of 27 pieces of exquisite looking blue willow ware china and 18 pieces of aluminum cutlery, for only 89c. Just think of it! We've never seen an offer to compare with it. Blue willow ware, has been a favorite pattern of grownups for years; now little girls can have it, too. Dishes they have dreamed about and hoped Santa would bring them some day. Durable, striking, serviceable; covered oval 5 1/4-in. casserole, 4 1/4-in. gravy boat, 6-in. platter, 6, 4 3/4-in. plates, 6, 3 1/4-in. saucers, 6, 2 1/4-in. cups, 5 1/4-in. tea pot, sugar, creamer and 6, 4 1/2-in. knives, 6 spoons and 6 forks, 4 in. long. Imported.

49 V 1654—Shipping weight, 3 pounds 14 ounces..... **89c**



Grille Plate and Cutlery Set

29 Pieces. Usual 75c Value. Won't the little hostess be proud? She'll make big savings, too. Beautiful two-tone luster dishes. Four special three-partition grille plates, 4 1/4-in. diam. 4, 2 1/4-in. cups, 4 saucers, 4 3/4-in. covered tea pot. Covered sugar, creamer. 4, 4 1/2-in. knives, 4 forks, and 4 spoons, each 4 in. long. Imported.

57c

49 V 1653—Shpg. wt., 3 lbs. 8 oz.... 57c



Big Value—17-Pc. Set

The right size tea set for Dollies who are just tiny tots. Imported china. Tan body, ivory trim. Floral decorations. 4 1/4-in. covered tea pot. Covered sugar, creamer. 6 cups and saucers all in proportion. Shpg. wt., 1 lb. 10 oz.

21c

49 V 1664..... 21c



\$2.50 Value! . . . Finest Quality \$1.59

53-Pc. Deluxe Dinner Set

Pretty Dutch design, 25-in. square, cotton crepe tablecloth and 6 napkins plus dishes of finest imported China. Pattern very similar to famous Dresden China. Larger, more elaborate pieces than usually sold at this price. 6 1/2-in. casserole; 5 1/4-in. sauce boat; 7 1/2-in. platter; 6, 5-in. plates; 6, 4 1/4-in. saucers; 6, 3-in. cups, open handles; 6-in. cake plate; 7 1/2 x 4 1/2-in. tea pot; sugar, creamer and 18-pc. aluminum cutlery set . . . 6, 4 1/2-in. knives; 6, 4-in. forks and spoons.

49 V 1655—Shipping weight, 8 pounds..... **\$1.59**



Toy Cash Register

Press key, bell rings, drawer opens, flasher registers amount. Toy metal money. Enameled steel, 4 1/2 x 5 1/4 in. high. Shpg. wt., 2 lbs. 8 oz.

89c

49 V 6492..... 89c



Well! A Cute Tea Table

Rolls easily on its 3 wheels. Heavy steel, finished in beautiful baked-on enamel. 10 3/4 in. long, 7 1/2 in. wide. 2 trays, 8 3/4 x 6 1/4 in. Will fit her tea set. Shpg. wt., 1 lb. 8 oz.

49c

49 V 2102..... 49c



New Donald, Mickey Tea Set

23 pieces. Metal. Other Walt Disney characters on ivory enameled base. 10x8-in. serving tray; 6, 4 1/4-in. plates; 4 1/2-in. tea pot; creamer, sugar, with handles. 6, 2 1/4-in. new shape, handled cups; 6, 2 1/4-in. saucers.

48c

49 V 1906—Shpg. wt., 1 lb. 4 oz. 48c

23-Piece Corner Grocery

\$1.39

31-in. all metal store. Center panel looks like interior of Mother's favorite store. 2 side sections each with 3 shelves. Empty miniature food packages. Counter, 15 1/2 x 4 1/2 in. high. White porcelain-like top. Wrapping paper, scale, miniature French style phone, order pad, play money.

49 V 6460—Shpg. wt., 4 lbs. 6 oz. **\$1.39**





Santa's New Surprise

NEW! Combination Christmas Stocking and Surprise Package Idea . . .

"Tain't right without a good old Christmas stocking," Santa told us. And Santa knows his Christmas. So here we are with the stocking just surrounded by a host of good things—the newest thing in surprises.

We know Dad and Mother will be thrilled to fill the 29-in. red net stocking with the fine 9 toys furnished for that job—Mother will find room for some of her own cookies and candies, Dad'll have something special, too. It's the personal touch that counts. In addition a surprise box, alone worth at least 85c with 10 more toys each boxed or wrapped. Order several . . . if you're not satisfied, send package back, we'll be glad to return your money.

\$1.00

FOR BOYS

A shiny trumpet to blow—a magnet, to lift small metal objects—building blocks—a rubber mouse—a spring wind top—a shiny police whistle—crayons—boy's watch—a cut-out book to make 45 toys and a Surprise box with 10 other real toys which we will keep secret. Shipping weight, 7 pounds.

49 V 7001 \$1.00

FOR GIRLS

A mechanical trapeze artist—a 12-in. stuffed cloth dolly—a nursery set—an accordion—blocks—box of crayons—a kat puzzle—soap bubble set—a toy-size pocket book and watch and a 10-toy secret Surprise box . . . some fun to open up each toy. Shipping weight, 7 pounds.

49 V 7002 \$1.00



It Really Washes

She'll have fun with this handy Sunny Suzy. Rotating vacuum plunger type cups. Brown and white enameled. Adjustable, attached wringer has white rubber rollers. 11 1/4 in. high. Shpg. wt., 3 lbs. 8 oz.

49 V 1710 89c



New Improved 8-Piece Laundry Set

Makes "wash day" really fun for the little housekeeper. 8 1/2 in. Sunny Suzy washing machine alone is worth 59c. Well-made pieces designed to do their jobs right. Suction cup action like Mama's big machine. Wringer with 2 real rubber rolls, enameled wash tub; revolving drier; 6 wood clothes pins, 12-in. ironing board, nicely finished iron. Package of La France magic powder to make clothes whiter. Shipping wt., 4 lbs.

79 V 1713—Complete Set 98c



29c

Toy Manicure Set

7 pcs. 5 3/4 in. case, metal clasp. Nickel plated scissors. Nail file, soft buffer, empty nail powder box, cuticle stick, sandpaper stick, mirror on lid. Made in Austria. Shpg. wt., 6 oz.

49 V 6406 . 29c



De Luxe Set

9 Pcs. Hinged paper covered gift box, cotton tray, Mirror on lid. Emery board; scissors; file, tweezers, cuticle stick, chamomile buffer, 2 empty powder boxes. Made in Austria.

49 V 6407 Shpg. wt., 1 lb. 59c



Real Toy Electric Lamp

Uses regular house current. 6 1/2 inches high. Wood base. Bulb for 120-volt A.C. Pleated, parchment-like shade with ruching edge. Extension cord, plug. Shipping weight, 8 ounces.

49 V 2104 . 34c



New 5-In. Iron

Streamlined. Listed by Underwriters. 110-volt A.C. or D.C. Heat resisting hood, handle. Nickel plated guard. Extension cord, plug. Shipping weight, 2 lbs. 3 oz.

49 V 1796 . 89c



Improved Ironing Board

New toy board like mother's new one! 3-legged style. Extremely rigid, will hold adult of 150 pounds. Folds compactly. Ironing surface, 33 3/4 in. long—9 in. wide. 22 in. from floor. All parts riveted together. Clear, white, well sanded wood—edges rounded. Shipping weight, 6 pounds.

79 V 1780 \$1.00

"GOODIE!"

NEW!

**WHOLE TRUCK TRAIN
LOADED WITH CANDY KISSES**

Sears Stake Truck and Trailer
- Built of Auto Fender Steel . . . Wind-Up Motor

1½ lbs. of Candy Kisses! Will the kiddies love this treat! A whopper of a value. Huge stake truck with detachable trailer of auto fender steel, just "oozing" with delicious candy kisses enough to last you days. Truck has strong key wind spring motor. Dummy headlights, baked-on enamel finish (not paint). Balloon type, wood wheels. It's 18 inches long. Oh boy, it's swell candy and a toy for all year. Shipping weight, 4 pounds.

69c

49 V 5849—Stake Truck, Trailer, Candy Kisses all for..... 69c



Two 16-inch Modern Trucks and Garage

\$1.50 value. Nearly as large and newer than trucks that sell for \$1.00 each! Dump truck dumps by means of lever. Latest design tank truck. New style hoods, shiny radiator fronts, dummy headlights, bumper, balloon type wheels. Colorful packing box you can set up into 18-in. garage.

\$1.00

49 V 5821—2 Trucks. Shpg. wt., 8 lbs. 6 oz. \$1.00

**A 21-Inch Buddy "L"
Dump and Riding Truck**

Easily worth \$1.50

\$1.00

Think of it! A Dump truck that actually dumps and has removable, roomy steel seat; steering device. Seat shaped like motor bike saddle. Truck heavy gauge steel, length overall, 21 in. Will carry sand, blocks, toys, anything up to 200 lbs. Height, to seat, 8 in. Dummy headlights. Rubber tired wheels. Expensive 2-tone enamel finish. Shipping weight, 6 pounds.

79 V 6143..... \$1.00

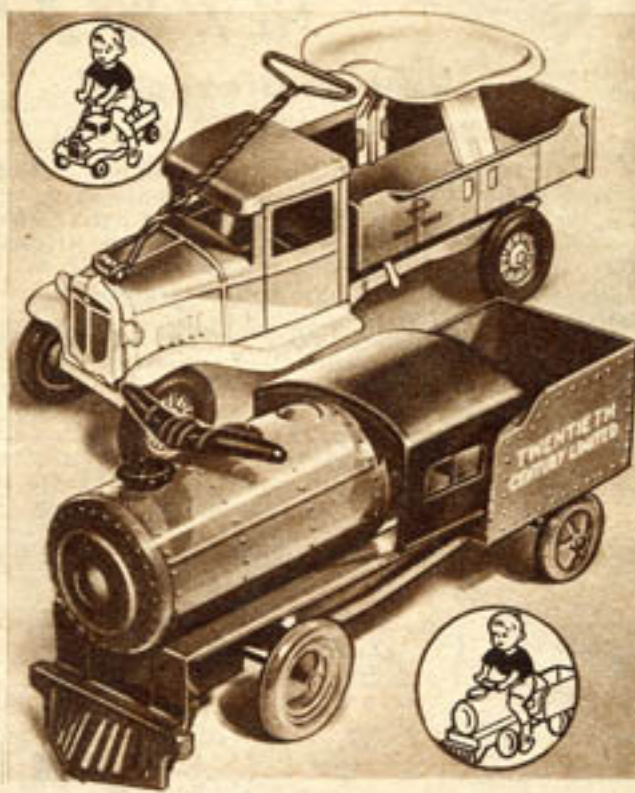
**23-In. Riding Loco.
Ride and Steer It!**

Strong enough to hold grownups!

\$1.39

Fine quality construction. Do not confuse this with lighter gauge, inferior engines offered at lower prices. Glorious fun with this big locomotive. Will hold 200 lbs. Heavy gauge auto fender steel, 9½ in. high. Steering bar on top of boiler. Beautiful bright baked-on enamel finish. Steel wheels. Shipping weight, 9 pounds.

79 V 6147..... \$1.39



Busy Captain Sandy Andy

And you'll be busy, too, keeping hopper filled with sand . . . Captain Sandy can't do all the work.

59c

Massive, colored metal 16x13¼ in. high. Pour sand in hopper. It flows into car; car runs incline to dump load. Action repeats as long as hopper is kept filled. Sand included. Shipping weight, 2 pounds.

49 V 5732..... 59c



What a Busy Garage—5 Cars!

Boyl! Will you have fun playing garage man! 3 steel cars with strong spring motors. 2 without motor. Wrecking car to tow in the two motorless steel Chryslers. Mechanical dump and tank truck. Famous Marx key wind motors. Box colored to represent garage, size, 7¼x4¼x5 in. high. Cars average 4x1½x1¾ in. high.

57c

49 V 5773—Shpg. wt., 1 lb. 8 oz. 57c



7 Clever Clowns on Net Trapeze

Clowns average 2½ in., almost unbreakable iron, molded in well balanced positions. Double trapeze; life net, wood posts; swinging rope; 2 single trapezes; twister; balancing pole. Trapeze, about 18x15x17 inches high.

89c

49 V 6448—Shpg. wt., 2 lbs. 10 oz. 89c



New! Telephone Balloons—Punch-O-Bag—Seal

Here is real fun—novelties galore! Vibrophonic telephone balloons—2 persons, one at each end of cord, can talk to each other. Punch-O-Bag for sport, exercise. A huge toss-up seal on cardboard feet, grows to 21 in. All of rubber.

19c

49 V 6416—Big 3 Combination—Shpg. wt., 3 oz. 19c

**Heads Up! It's the New
Skeeter Bug!**

Brand new toy! Unique, amusing action. Wind up the strong spring motor and let 'er go forward, skidding in a wide circle all over the place just like you see in carnivals—it's a thrill to watch it. Two figures in the seat. A protective soft rubber bumper all around the toy. Size overall, 9¾x5x4 in. high. Beautifully colored metal. Shipping weight, 1 pound 8 ounces.

47c

49 V 5841..... 47c





ACTION! SPEED!



NEW 97c

20-Inch Greyhound Bus Terminal (2 Buses)

Ultra modern big metropolitan bus stations in New York and Chicago have nothing on this handsome building for looks and detail. And busy! Wait'll you see! 2 steel buses, about 4 3/4 in. long, you can roll easily in and out of the two large garages to discharge and take on passengers.

The whole main floor, built on a strong steel base, is lined with colorful interesting shops, waiting rooms, ticket offices, lobbies, etc., realistically printed on metal. There are 2 dummy gas pumps, 2 dummy signs. Base also definitely marked with travelling lane and sidewalks. **Station over-all, 20 1/4 x 11 x 4 1/2 in. high.** A sturdy toy that will provide hours of educational fun.

49 V 5862—Shpg. wt., 3 lbs. 97c



TRAFFIC NEVER STOPS



Biggest hit this year!

94c
NEW 24-Inch Main Street Busy Bridge

Just as thrilling as Broadway at high noon! Steady stream of trolley cars and autos running up and down Main Street, in and out of the terminals at each end! You play the "cop"—throw brake and the traffic stops; release, and cars move on again. 2 archways, 4 dummy lamp posts, 3 trolley cars, 3 autos. Operated by clockspring motor with brake. Suspension bridge style; 3 1/2 in. wide, 7 3/4 in. high, 24 in. long. Pull or push your own cars and boats under the big archway bridge while traffic moves on above. Lots of extra play value.

49 V 5863—Shipping weight, 2 pounds 94c



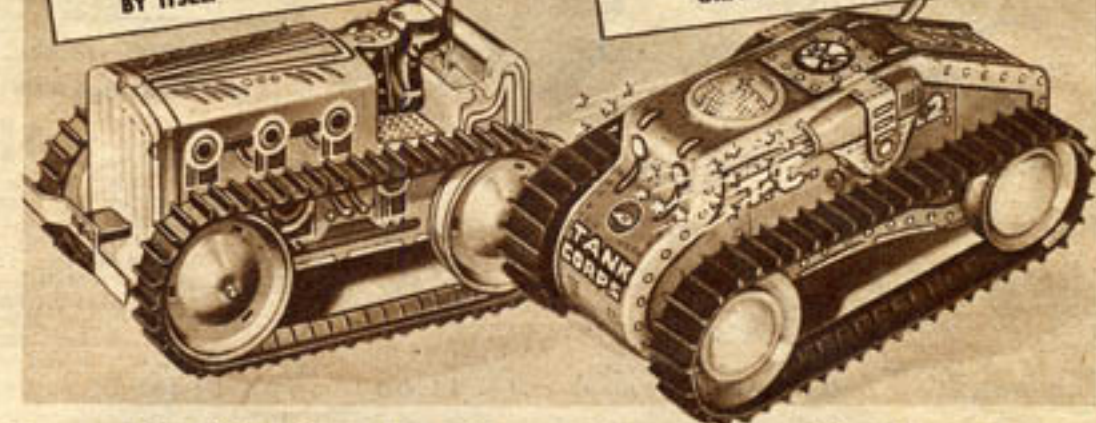
REVERSES BY ITSELF

CLIMBS GRADES



CLIMBS STEEP GRADES

SMASHES PLAY WALLS



Reversing Climbing Tractor

The tricky action of this clever new tractor goes over big with children. Operated by heavy duty Marx de luxe powerful clockwork motor. Climbs up or down steep grades, pulls heavy loads. When front bumper touches obstacle, motor is reversed automatically causing tractor to go backwards. When rear bumper hits object, tractor goes forward again. Amazing, mystifying! Sturdy steel about 10x5x6 in. over-all. Shipping weight, 2 pounds 4 ounces.

49 V 5812 \$1.59

Sparkling Doughboy Tank

Tank shoots sparks as it swirls and dashes around in zig-zag fashion. Big tank rumbles along, swirls around, suddenly cockpit opens up and doughboy with gun comes out. Action repeats automatically as tank shoots sparks in fighting style. Powerful Marx clockwork motor. Colorful metal tank, 10x5x4 in., moves rapidly in all directions. Shpg. wt., 1 lb. 12 oz.

49 V 5775 94c
2 Extra Refill Flints 10c

Huge 4-Motor Bi-Plane

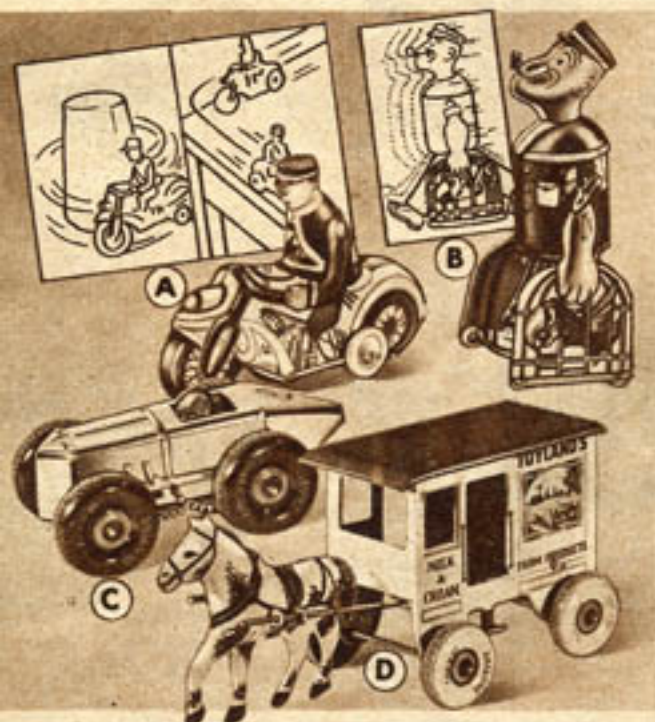
So big and exciting! Like the big Clipper planes that fly the Pacific. Wind it up—watch it run along the floor, 4 big propellers whirling—all the appearance of a big cabin ship about to take off. Wing spread of 18 in. 13 1/2 in. long. Powerful spring motor. Sturdy, colorful metal.

49 V 5725—Shpg. wt., 1 lb. 8 oz. 57c

Sparkling Climbing Tank

A big rumble—barrage of sparks from 2 guns! Latest design. Greatly improved, heavy duty tank. Children are just crazy about climbing toys. Equipped with wide rubber treads and powerful clockwork motor that enables steel tank to climb at amazingly steep angles and pull heavy loads. Realistically colored tank is 9 1/2 x 5 1/4 x 4 1/2 in., made of extra heavy steel. Guns on sides shoot sparks. Has brake. Flint inserted. Shipping weight, 2 pounds 4 ounces.

49 V 5867 \$1.49
49 V 5777—2 Flints. Shpg. wt., 2 oz. 10c



(A) Uncanny!—Tricky 'Cycle

Keeps you guessing; intriguing, amusing! Miniature motorcycle dashes about on any flat surface right to the edge, but seldom off. Colored metal; 4 1/4 in. long; wind-up motor.

49 V 5743—Shpg. wt., 5 oz. 25c

(B) "Blow me down!" It's Popeye Himself

Wind spring and away he'll trundle with that sea-going stride. Ht., 8 1/4 in. Colored metal.

49 V 5715—Shpg. wt., 8 oz. 25c

(C) New, Rich Chrome Finish Midget Racer

Only 5 inches long but how it can travel when the strong spring motor is wound! Large balloon type colored metal wheels. Key attached.

49 V 5819—Shpg. wt., 6 oz. 25c

(D) 9 1/2-In. Mechanical Milk Wagon

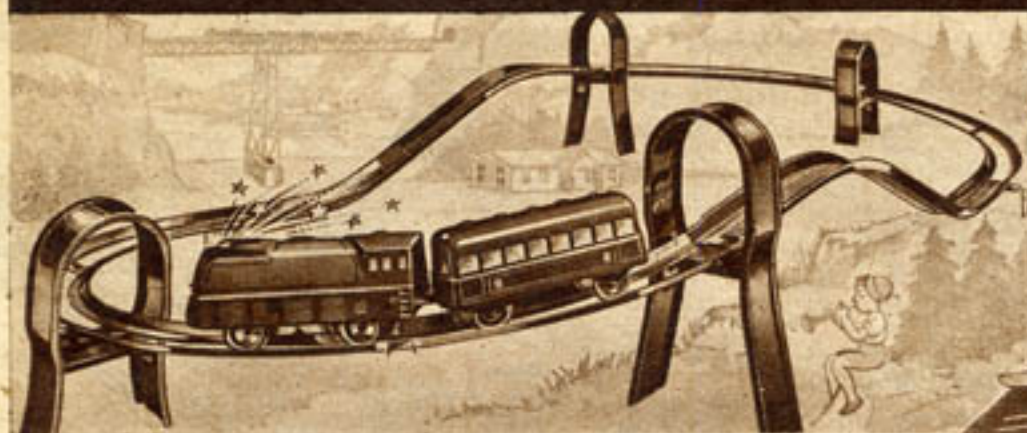
White finish. Strong wind-up Marx motor.

49 V 5832—Shpg. wt., 1 lb. 25c



DISAPPEARING DOUGH BOY

TRICKY THRILLS!

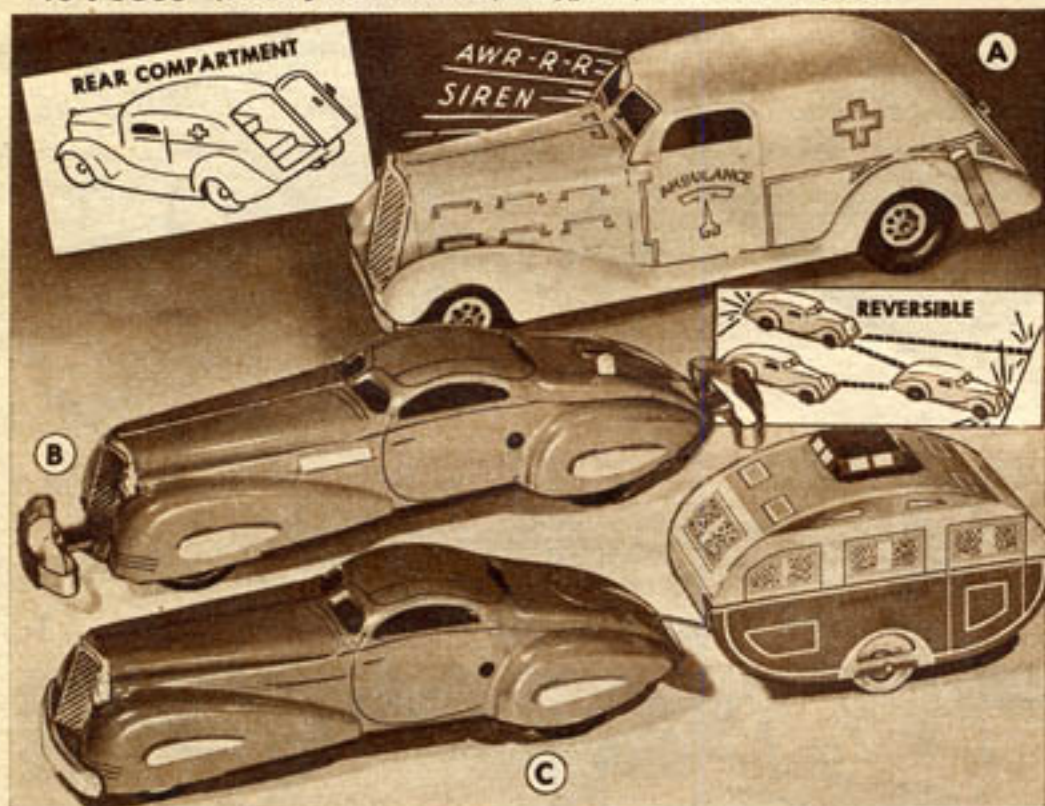


Brand New Sparkling Mountain Climber!

Long running, fascinating. Wind it up, 'round the track this mountain climber races. When engine reaches the ratchet track on the incline, it seems to put on extra power—sparks just jet out of the smoke stack—and over the hill it goes. One of the most unique mechanical toys ever made. Powerful clockwork motor. Engine and coach 9 in. long over-all, of beautifully colored metal. Gleaming finish track on steel supports. Track, 40x19½ in. about 100 in. around.

\$1.89

49 V 5868—(Scenery not included.) Shpg. wt., 2 lbs. 8 oz. **\$1.89**



(A) New Shrieking Siren Ambulance

"WoOo-oo-oo!" Look at the other cars scatter! Clear the way for the ambulance, siren shrieking. Equipped with heavy clock spring motor that will make the toy run for a long distance. Adjustable brake, balloon type rubber wheels. Full size hinge door opens at rear by means of small latch, disclosing roomy compartment in which many things can be carried. Very attractively finished in pure white with red trimming. 14¼ in. long, 5¼ in. wide, 4¾ in. high. Shpg. wt., 3 lbs.

49 V 5850.....**\$1.00**

(B) Self-Reversing Marvel Coupe

Wind up the powerful Marx clockwork motor, release the brake, it's off! If, when going forward, the rubber protected front bumper slightly touches any object, the motor automatically reverses and the car starts going backward—and when backing up, if its protected rear bumper touches any object the motor again reverses forward. Won't mar furniture. Coupe can be run in a straight line or in a circle. Sturdy, metal construction, 16½ inches long. Shipping weight, 2 pounds.

49 V 5805.....**94c**

(C) 22-Inch Wind-Up Coupe and Trailer

Dad and Mom will have nothing on you...no siree! Now you can join the happy "trailerites" and be right up-to-date with this new coupe and trailer. See how easy auto pulls the trailer when you wind up the powerful Marx spring motor. Will run in straight line or circle. Coupe, 13¾ inches long. Trailer, 8 inches long—both bright colored metal. Coupe has shiny sloping radiator. Shpg. wt., 2 lbs. 6 oz.

49 V 5815.....**69c**

97c New Sky Bird Flyers

Plane rises from the ground on its own power—circles 'round and 'round tower, then gradually glides down to a perfect 3-point landing. Zeppelin acts as balance. Plane has strong spring and when detached will run on floor with propeller power. Beautifully colored metal tower, 9 inches high—cross bar 23 inches long. Plane has 7-inch wingspread. Shipping weight, 2 pounds.

49 V 5851.....**97c**



NEW!

Revolving Searchlight Radio Click Airport

Not the lowest priced but the biggest play-value airport we could find. The big Transport is coming in. Turn on the powerful battery lighted searchlight—swing it in any direction, also up or down; and start "clicking" landing instructions, weather reports. The 9-in. searchlight tower and the 2 hangars to house your 3 planes rest on heavy steel base, 17 in. long, 11 in. wide. Large landing field marked off by runways—just like real airports. Modern colorful buildings and tower. Swivel searchlight has 1½-in. magnifying lens. 2 latest planes, have 4½-in. wing spread. Large plane, has 7¼-in. spread. All planes on wheels. Battery included.

49 V 5818—Shpg. wt., 4 lbs. 8 oz. **\$1.00**

Popeye Jigs

"Strike me pink" if Popeye isn't swinging a mean Sailor's Hornpipe. Mounted on sturdy metal box equipped with strong spring with brake for starting and stopping. Brightly colored, 9¾ in. high. Shpg. wt., 1 lb.

49 V 5836.....**44c**

Popeye Aviates

Wind the strong spring and watch Popeye maneuver his plane around the floor in the canniest manner. What a pilot he is! Back and forth, around in short circle, nose diving with his head sliding forward. All colorful metal; 9 in. long; 5½ in. high; 8¼-in. wing spread. Shipping weight, 1 pound.

49 V 5701.....**49c**

New Mystery Sandy

A mysterious 2-way motor indeed. Any little tot can work it. A real thrill. Press down Sandy's tail or push back gently and away he'll go rolling his wood ball between his paws. Grown-ups will enjoy Sandy, too. Packed in dog house carton easily set up. Colored metal; 8½ in. long. Shpg. wt., 1 lb.

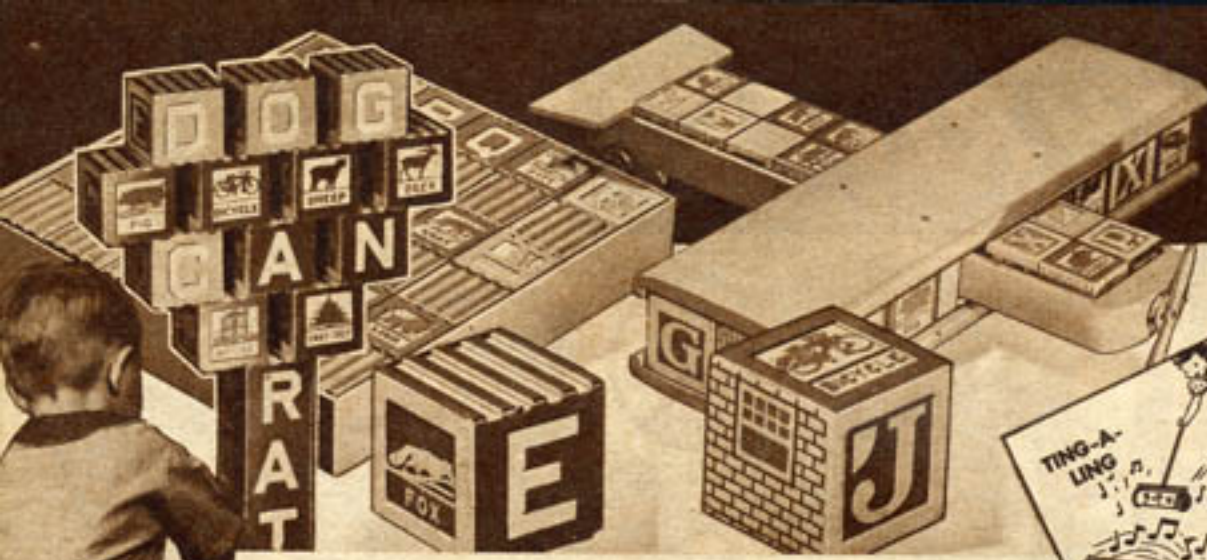
49 V 5838.....**44c**

Back and Forth Road Roller

Mechanical. Looks like real road rolling machine. Strong spring motor. Automatically reverses itself, giving back and forth action, the same as real road rollers. Figure of man stands on rear platform. 8½ in. long, 3¾ in. wide, 5¼ in. high. Shipping weight, 1 lb. 8 oz.

49 V 5840.....**57c**





NEW Hi-Lo Interlocking Blocks

"London bridge won't tumble down" with these blocks... they're specially grooved at ends to fit together. 36 blocks, 1 1/4 in. square, beautifully embossed; one end with pictures of animals, opposite face with pictures or building designs. Other two sides painted and grooved for interlocking. Little tots will quickly learn to fit the blocks together. Shipping wt., 3 lbs. 8 oz.

49 V 3633.....89c
With 1 1/4-In. Square Blocks
Shipping weight, 1 lb. 12 oz.
49 V 3632.....47c

HALSAM NEW Airplane and 24 Blocks

47c
1 1/4 in.

A building set, pull toy, ABC's, pictures—now cleverly packed in the wings and body of 15x15-in. airplane. 12 colorful 1 1/4-in. and 12, 1 1/4-in. square blocks... animals, etc. embossed on both sides. Four sides printed with variety of alphabet characters and building designs.

49 V 3631—Shpg. wt., 3 lbs. 89c
With 15x11-In. Airplane and 18, 1 1/4-In. Blocks
49 V 3630—Shpg. wt., 2 lbs. 43c



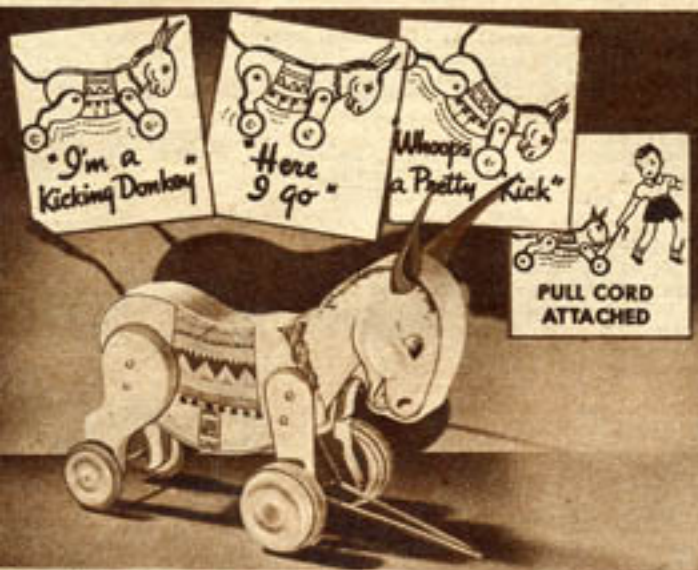
Musical Rolling Chimes

20-in. long over-all, 9 1/2 in. wide. Baby'll love this toy. Tinkling music, flashy color. Push or pull it along... hear the chimes. Lithographed nursery scenes on metal. Three Little Pigs, Pussy Cat, Clowns, etc. Shipping weight, 12 ounces.
49 V 2420.....23c



New Donald Duck Tops

Just pull the knob on the plunger and push down; listen to 'er hum. Musical chord sound as she spins. Mickey, Minnie, also Pluto and other popular Walt Disney figures. Bright lithographed metal. 7-Inch. 9-In. Size. Shipping wt., 1 lb. 10 oz. 49 V 2383.....49c 7-In. Size. Shipping wt., 1 lb. 2 oz. 49 V 2382 25c



Hee! Haw! And Away He Kicks 89c

Watch out for the donkey, he's tricky! When you pull him along the floor, he kicks his hind legs up high, wide and handsome, and lets out a noisy "hee-haw" (see action above). Baby'll just get the biggest kick out of this toy. 10 1/2 in. long, 11 in. high. 5 1/4 in. wide.
49 V 5405—Shipping weight, 3 lbs.....89c



Over 90 Pcs... Tiny Tot Set

Six different activities. Hours of fun and education. Beads for stringing, blocks for building, Cart, with hammer pegs, to pull. 3 other sets for teaching colors. Thousand mental exercises for pre-kindergarten child. Non-poisonous enamels. Shpg. wt., 2 lbs. 6 oz.
49 V 3679.....89c



Fulla Bead Doll

Container assembled with rings, beads, to represent doll. Cap forms head, shoulders. Detachable arms. 50 beads, cord for stringing. Figure 9 1/4 in. high, 2 3/4 in. in diam. Shpg. wt., 12 oz.
49 V 4445.....25c



Drum of Blocks

Brightly colored drum, 8 in. in diam. 4 1/2 in. high. Contains about 40 colored wood blocks; half are 1 1/4 in. sq. other half are 1/2 in. sq. Take blocks out, use as regular drum. Sticks. Shpg. wt., 2 lbs.
49 V 3615.....43c



Rubber Wagon... Blocks 49c

Ideal for Baby—Soft and Safe
Nice red wagon, 5 1/4 inches long, with contrasting white wheels (just the colors Baby likes). Carries 8 white alphabet rubber blocks with blue and red letters. A washable harmless toy with "oodles" of play value. Will amuse and delight baby for hours... keep him from natching. Blocks 1 1/4 inches square.
49 V 4401—Shpg. wt., 12 oz.....49c



Horse with Chime Wheel Cart 49c

Body Dumps—15 Inches Long
Little tots always like to load up toys especially in this musical dump cart. Brightly colored heavy gauge steel cart hitched up to sturdy, attractively colored wooden horse with pull cord attached. When it moves, metal wheel makes chime music. Body can be dumped by moving front lever. 15 inches overall. A big bargain!
49 V 5416—Shpg. wt., 1 lb. 9 oz.....49c



Toy Television Telephone

Amazing! Now at 1/3 Saving

"I have just dialed Santa's number. 'Hello! Oh! Quick, Sis. Look!... there is Santa right in the center of the dial, magnified, all lighted up and looking right at me." Nine colored pictures of Santa and others on the disc inside (see above) but you can easily insert your own pictures or snap shots from newspapers. Directory mounted on the phone, has space for 9 names. Write the name of the person opposite the number that will bring picture you want to see. Take off receiver, dial number, then move front lever to ring bell, give busy signal or turn on the light. 8 in. overall. Heavy metal French type phone. Shipping weight, 2 pounds.
49 V 2460—With bulb and battery.....98c



Watch Mickey Pop Up

Lift the receiver—Mickey jumps up. Dial your number, bell rings. Big, 8 3/4-in. French type phone, red enameled. Nickel trim, felt base, green cord. Shipping weight, 1 lb. 9 oz.
49 V 2457.....49c



Mickey the Drummer

Mickey beats drum and clashes cymbals as he rolls along on brilliantly colored wood platform with wheels. 9 in. long, 10 1/4 in. high, 4 in. wide. Shipping weight, 2 pounds.
49 V 5404.....47c



Teddy—Choo-Choo

When baby pulls it, Teddy beats bell on engine as train moves along. Beautiful colors (the kind Baby will love). Mounted on wood base, 4 wheels. 7 1/2 inches overall. Shipping wt., 1 pound.
49 V 5403.....25c

LOVE THESE!

Priced to Save You 30%

Sears Unbeatable, Lovable Teddy Bears

Every one so well made, too, that a lot of hugging won't do them any harm. They're built to take it!

© Flirty Eye Bear—Now First to Stand Alone

Hug him tight, he'll make goo-goo-eyes, squeeze him tighter, he growls. He stands or sits. Cuddly, golden brown wool pile plush, soft stuffed body. Longer and woolier than most bears at twice this price. Head turns. Legs and arms move on double washer joints. Nose, mouth, claws and feet embroidered in black. Ribbon tie. Made in Germany.

13½-Inch Size Regular \$2.50 Value Shpg. wt., 1 lb. **49 V 4342...\$1.59**
15½-Inch Size Regular \$5.00 Value Shpg. wt., 1 lb. 8 oz. **49 V 4343...\$2.49**

© American Made Soft Cuddly Bear

Baby will love to muss up this roly-poly little fellow. Carry him by ears, legs, arms. 13 in. tall, 11 in. wide. Cinnamon brown head, body, arms and legs, golden brown forehead, nose, claws and paws. Rayon pile plush. Kapok stuffed. Felt eyes, embroidered nose and mouth. Ribbon tie. Squeaker voice.

49 V 4339—Shipping weight, 12 ounces..... 98c

© Golden Brown, Med. Long Rayon Pile Plush Bear

Mama bear's lovable and matronly. Squeaker voice. Well shaped. Glass eyes shine brightly. Head, arms and legs move naturally on double washer joints. Nose, mouth, claws, hands embroidered black. Made in Germany.

12½-Inch Baby Bear Shpg. wt., 10 oz. **49 V 4335..... 49c**
15-Inch Mama Bear Shpg. wt., 15 oz. **49 V 4336..... 73c**



Popeye or D. Duck

Inflated red rubber balls, stencil design.

5-In. Popeye Ball

49 V 4459 25c

Shpg. wt., 14 oz.

2½-In. D. Duck Ball

49 V 4454 10c

Shpg. wt., 4 oz.

Animal Design Balls

New! Different. Red lacquered inflated rubber balls. White bands. Covered with white animals.

Shipping weights, 1 lb. 2 oz. and 14 oz.

49 V 4458 39c

49 V 4457 23c

6-In. Ball.

5-In. Ball.

Brightly Colored

Such a bright rubber ball. Baby will love it! 7 in. in diam. Inflated. Attractive red, white and blue diamond design. Shipping wt., 1 lb. 8 oz.

49 V 4464. 49c



12 Big Value, Colorful Toy Balloons 19c

No matter how many times Donald Duck is tossed in the air, he always lands on cardboard feet; inflates to 20 in. Cat, owl, pig and rabbit faces with big ears, inflate to 7-in. diam. Two have cardboard shoes to use as toss-ups. Other assorted round and long airship balloons. One with two-color squawker stem. Another with picture on front. Shipping weight, 3 oz.

49 V 6409—12 Balloons..... 19c



Voice Roly Poly

When rocked, it cries, 6 in. high, 3½ in. in diameter. Large weighted ball bottom. Head with painted face. Ribbon around neck. Colorful arms and buttons. Imported. Shpg. wt., 8 oz.

49 V 4423. 23c



New! Pluto Pulls Donald

Donald sits in 3-wheeled colored metal cart. Pluto leaps forward as the cart moves along. Spring wind motor. Celluloid figures. Size, overall, 8¼x4½x3 in. wide. Shpg. wt., 10 oz.

49 V 5831..... 25c

Mickey as a Cowboy

See Mickey Mouse, dressed like a cowboy, rock back and forth astride Pluto. Wood rocker. Colorful celluloid figures. Spring wind motor. Size, 8x7½x2¼-inches wide. Shpg. wt., 1 lb. 8 oz.

49 V 5839..... 47c



4-Pc. Sanitary Teething Set 23c

Non-poisonous doll, cat, dog and donkey. Each made of 1-pc. inflated rubber. Squeaker voices. Average size, 4 in. tall. Shipping weight, 10 ounces. Imported.

49 V 4424—4-Piece Set..... 23c



11-In. Mechanical Streamliner 25c

Realistic mechanical train. 3 units. Light weight, colored metal. Wind up motor. Watch it race on floor. Shipping weight, 7 ounces.

49 V 5774..... 25c

BABY'S CUDDLY PLAY-PALS



(A) Washable Scotty

8¼ in. long, 8 in. high. Soft Kapok stuffed, covered with brilliant, colorful Permatex. Felt eyes, embroidered nose, red collar.

49 V 4011—Shpg. wt., 10 oz. 49c

(B) Sitting Honey Bear

Ribbon and brass bellaround neck. Stuffed. Brown rayon pile plush, white embroidered nose, mouth. Glass eyes, wired ears. Imported.

9¼ In. Tall. 6-In. Diam. Long pile plush. 49 V 4325

Shpg. wt., 12 oz. **59c**

(C) Low Priced Scotty

8¼ in. long, 8 in. high. Soft Kapok stuffed, covered with brilliant, colorful Permatex. Felt eyes, embroidered nose, red collar.

49 V 4011—Shpg. wt., 10 oz. 49c

(D) 13-Inch Don. Duck

Stands or sits. Soft, cuddly cotton stuffed, white twill body and head. Yellow felt nose and legs, blue jacket and hat, green feet and collar, red felt tie.

Shpg. wt., 1 lb. 49 V 4015..... 89c

Shpg. wt., 6 oz. **15c**

(C) Low Priced Scotty

Squeaker voice. Black rayon pile plush. 8¼ in. long, 6 in. high. Imitation leather red collar with buckle. Glass eyes. Imported.

Shpg. wt., 10 oz. 49 V 4010..... 25c

(D) 13-Inch Don. Duck

Stands or sits. Soft, cuddly cotton stuffed, white twill body and head. Yellow felt nose and legs, blue jacket and hat, green feet and collar, red felt tie.

Shpg. wt., 1 lb. 49 V 4015..... 89c

Shpg. wt., 6 oz. **15c**

ALL TODDLERS

NEW! Spring Suspension Usually Found Only on Big Baby Carriages . . .



\$2.29

Floating Comfort Costs No More
Built to Sell for \$4.00

Again Sears show the way with the first baby stroller with new spring action. Takes pressure off of mother's grip. Extra wide, 16½ in. to prevent tipping. Extra large, too, 40-in. over-all. Walker without handle, 22½x16½ in. Handle height, 34½ in.

Just the thing to make baby's little legs grow straight and strong. Snap on folding handle front or back, put footrest in place—it's a stroller. Roller bearing, 5¼-in. steel rear wheels, ½-in. rubber tires. Removable steel footrest, shaped wood seat. Enamelled steel toy tray. Large rubber front casters. Washable green and ivory enamel. Mailable.

79 V 7535—Shpg. wt., 13 lbs. \$2.29



FOR MORE TOYS THAT STRENGTHEN GROWING LEGS. DEVELOP SKILL AND EXPERIENCE. SEE SEARS BIG CATALOG

Ride, Little Jockeys!
Dandy Little Horsie

So gentle at the post, and such a glutton for carrying weight. Holds up to 200 lbs. Ideal for little tots. Strong reins. Sturdy wheels. Roomy footrest. Solid wood. Finished in brilliant harmless lacquer. Height, 16 in. Seat about 11 in. from floor, nicely shaped of smooth wood. Imitation leather reins. Bushy fiber tail. Shipping weight, 3 pounds 5 ounces.

49 V 5477 79c



\$4.00 Value
SAFETY SHOO-FLY



OH MY!
"I DON'T WORRY—IT'S THE NEW NON-CREEP SHOO-FLY!"

Popular New Shoo-Fly . . . Cannot Creep or Upset

Rocker shoo-fly that tops 'em all. No nursery item in years has made such a "direct hit" with mothers. And there are two reasons: it saves her worry and time. It rocks on a patented slotted track which "stays put" no matter how hard the child rocks. Develops muscles of back, shoulders, legs. Springs under seat make for gentle rocking motion. Strong, light and portable. Heavy ply-wood, size overall, 32½ in. long 12 in. wide. Attractive colors.

79 V 7567—Mailable. Shipping weight, 11 pounds \$2.98



New Donald Duck Shoo-Fly
Regular \$5.00 Value

Yellow, ivory, green and dark blue—a beauty for any nursery. Sturdy, because it's made of heavy plywood, ½-in. thick. Length, over-all, 33½ in.; height, 21½ in. Comfortable, shaped wood seat. Guard rail. Swinging play box to keep baby amused. Mailable. Shipping weight, 17 pounds.

79 V 7568 \$4.19

Plush Teddy Bear to Ride
Ride Him Like a Horse

Pull him like a wagon. Double fun for little tots. 19 in. long, 13½ in. high over-all. Seat height, 12½ in. Brown rayon pile plush, hard stuffed. Legs reinforced with steel. Leather studded collar and strap. Mounted on steel frame, 4 rubber tired wheels. Stands plenty of wear. Shipping weight, 8 lbs.

79 V 4350 \$3.98

95c

Real Wagon

Not Just a Pull Toy
Rolled top and bottom, no sharp edges. Safe For Little Tots. Heavy steel bolsters, undergearing and tubular steel handle, with shaped grip, enameled black. Beaded sides and bottom. 4¼-in. steel wheels and steel body, 19x9¼x2¼ in. Enameled red. ½-in. rubber tires. Mailable. Shipping weight, 7 lbs.

79 V 7631 95c



Horsie Rocker

Bargain Even at \$1.00

Unusually strong and steady to prevent tipping. Low enough for baby to climb on or off. Let baby rock while exercising. 3 in. at front, 4½ in. at rear. When feet get tired, baby can rest them on extended wood seat, 17½ in. long. Made of smooth sanded wood, enameled in ivory color with black trimmings. Nicely cut out horse's head. Mailable. Shipping wt., 5 lbs.

79 V 7501 79c



LOVE TO RIDE



Has Features of Big Bikes



Adjustable Saddle



Fender-attached Front Fork

1-Piece Frame

REGULAR \$1.50 FEATURES

- Extra wide, 16 1/4 inch, streamlined base helps to prevent tipping.
- Comfortable, easy-riding, saddle shaped seat like a regular velocipede.
- Streamlined rubber pedals, hand grips.
- Exceptionally sturdy, smooth, rounded edge auto-fender steel frame.

95c



Safest, Strongest Pedal Bike for the Money

Doctors will tell you that you can't buy a more practical, more healthful toy for babies up to 2 1/2 years. The little tot will take to it like a duck to water. Just place him on this seat, put his feet on the pedals and start him out—he may push along with his feet at first—but soon he'll be pedaling like a veteran. Size, 22 1/4 inches over-all; leg reach from seat to lower pedal 13 in. Frame of 20-gauge auto-body steel forms beavertail back; stamped out steel step plates over rear axle; 8 1/4-in. front wheel, 1/2-in. rubber tires. Enamel red.

79 V 8376—Mailable. Shipping weight, 9 pounds....95c

Streamlined First Bike, Save at Least \$1

Tots up to 3 years will find it the right size. Velocipede type front wheel. Height over-all, 18 in. Extra wide to prevent tipping. Seat to lowest pedal measures 13 in. Adjustable to 15 in. to take care of growing legs. Heavy stamped 1-pc. steel frame, attractively formed and reinforced. Back of frame shaped to make mounting platform over rear axle. Frame bright red baked-on enamel, handlebar and wheels light ivory. Large rubber hand grips. Streamlined rubber pedals. 10-inch spoke type front wheel, 6-inch rear wheels, 1/2-inch black rubber tires. Shipping weight, 11 pounds.

\$2.29

79 V 8653—Mailable.....\$2.29



Shaped Hobby Horse on Stand
Regular \$10.95 Value

Ride 'em cowboy! Hardwood horse neatly cut out and shaped. Mane and tail; imitation leather bridle and saddle. Gaily decorated in dapple gray, gleaming red nostrils, black hoofs. Metal stirrups. Web reins, strong hardwood stand, braced and bolted. Size over-all, 34 in. Saddle, 18 1/2 in. above floor. Horse rides on tubular steel frame, fastened to steel swing rods. Unmailable. Shpg. wt., 30 lbs.

\$8.48

79 VM 7589.....\$8.48



New Motion Swinging Horse
Priced to Save You \$1.00

A slow, gentle motion. Horse of plywood, 3/4-inch thick, with comfortable wood saddle 17 in. above floor. Nicely decorated in white, red and black, mounted on metal braces. Wood footrest fixed to metal swing rods. Red enameled wood stand; length over-all, 32 1/4 inches. Width, 14 inches. Height over-all, 23 inches. Mailable. Shipping wt., 19 lbs.

\$3.98

79 V 7553.....\$3.98



Tom Mix and Tony Rocker
Regular \$5.00 Value

Exact reproduction of the famous movie star's famous horse, Tony. Big enough for boys, girls up to 6 years. Tom Mix lariat included. Seat is 19 1/2 inches from floor, rockers 40 inches long. Made of 3/4-inch, 5-ply wood. Strong web bridle rein. Attractive white, yellow and red enamel. Mailable. Shipping weight, 13 pounds.

\$3.98

79 V 7554.....\$3.98

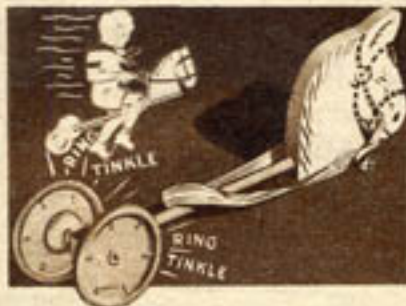


Health Rider

At 1/2 Savings!

For kiddies up to 80 lbs. Shaped wood seat, 13 1/2 x 6 1/2 in. on 1 1/4-in. auto spring steel frame. No pinched fingers. Adjustable footrest. Green enameled round 1-pc. steel base, 34 1/2 in. long, will not upset. Horse's head of wood nicely decorated. Height over-all, 25 in. Mailable. Shpg. wt., 15 lbs.

79 V 7510. \$2.59



28-In. Wood Stick Horse

Worth twice our price! Bells on strong cloth rein tinkle merrily. Chime on steel wheels.

49 V 6414—Shpg. wt., 1 lb. 13 oz. 39c

New Kiddie Yipp

\$4.00 to \$4.50 Value

A walking horse! Baby's bobbing up, down, automatically propels it forward 20 in. at each stroke. Steer with feet. 34 1/2 in. long. Red and green finish. Hard rubber wheels. Wood seat, adjustable for children 2 to 5 years. Mailable. Shpg. wt., 13 lbs.

79 V 7555 \$2.98



\$2.98

SEARS ✓ PAGE 25

EVEN BETTER THAN

NEW!

Sears New Discovery Makes
1937 Stock Farm Most Modern
Ever Offered . . . No Price
Increase Over 1936 Low Price

98c

**FOUR STAR
FEATURE**



Inside Back Wall Decorated
Windows on 2 walls cut out to
light inside of barn and 4-wing,
barn door adds more play value.



**New Style
Stanchions**

Just like real
ones! It's fun
to round up
the cows—play
it's milking
time. They're
easy set up
on stands.



**New Sliding
Feed Trough**

It's the latest on
the "up-to-date"
farm. $3\frac{1}{4} \times 2\frac{1}{4} \times 2\frac{1}{2}$
in. deep. Use a
piece of your own
string and you can
slide feed trough
any distance.

64 Pieces—New, Better Barn Than Ever

Thanks to a thrilling new discovery . . . new, 3-ply, wood
center fiber lined board; more flexible than regular wood,
nails cannot split it—colors on it look much brighter and
last longer, Sears are able to offer something finer than
you've ever seen before in a toy stock farm at any price!

- A Round Gothic style roof barn—With dormer win-
dows, large 4-wing barn door that actually opens—cut
out windows on front and back wall.
- A roomy feed conveyor you can set up in a jiffy. All you
need is a piece of string to fasten to a pole and side of barn.
- Extra large stanchions.

Sears 1937 stock farm is more interesting, far better look-
ing than any in the past—yet it costs no more, despite rising
costs of production. Just look at these features:

1. Sears new, large, set up barn with new green roof and
features described above. Size, $16\frac{1}{4}$ in. long, $14\frac{3}{4}$ in. high to
top of windmill— $8\frac{3}{4}$ in. across eaves. With tool shed beside it,
has frontage of 20 in. Beautifully colored in red with black and
white trim—on a stone effect foundation. Decorated inside
back wall. Stanchions (see left). Ends and bottom heavy wood;
sides and roof of the new 3-ply, wood center fiber board.
2. 44 practically unbreakable new, 3-ply, wood center, fiber
board people, animals and other familiar farm articles cut out
true-to-shape. Not just blocked out. Printed on both sides,
all have stands. (Farm wagon $5\frac{1}{2}$ in. long)
3. 10 pc's. Interlocking cardboard fence, about 6 feet long.
4. Two 10-in. colored cardboard silos, easily set up.
5. 3-ply wood center, fiber lined, board buildings and feed
trough; chicken coop, open tool shed in red and green colors,
black printed details. Tool shed, $4\frac{1}{2} \times 3\frac{3}{4} \times 4$ in. high, others in
proportion. Easily set up.

Sears 1937 stock farm has more play value than ever; it's so
real children will actually live the life of a farmer. Figures will
not crack like cardboard. The whole family will enjoy it.

79 V 6453—4-Star Farm. Shpg. wt., 7 lbs. **98c**

✓
Sears
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OTHER TOYS IN SEARS BIG CATALOG

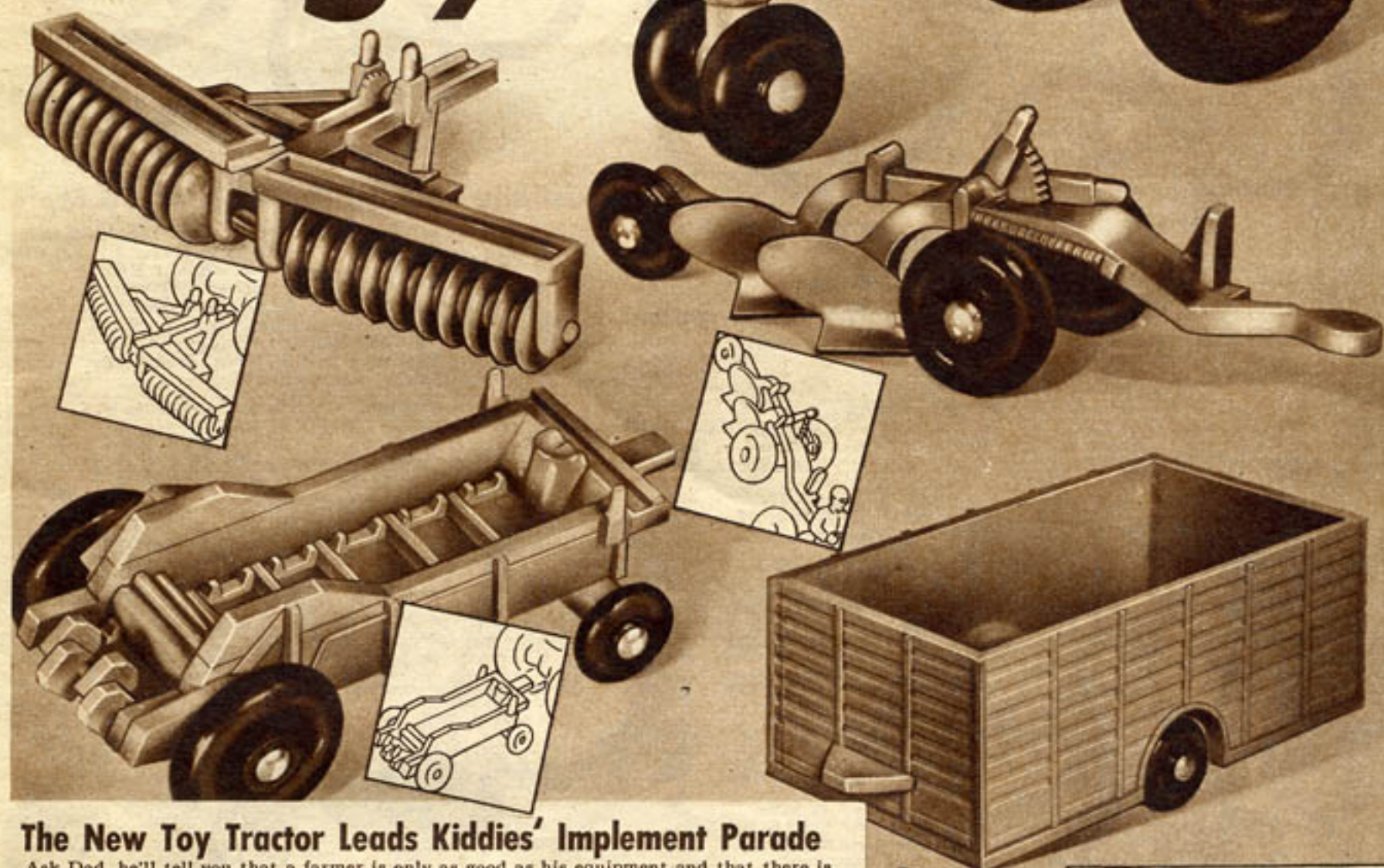
DAD'S BIG FARM"

NEW!

Five Authentic Miniatures of
Sears Famous Graham-Bradley
Farm Machinery... Unbreak-
able, Educational, Safe Toys

59c

**FOUR STAR
FEATURE**



The New Toy Tractor Leads Kiddies' Implement Parade

Ask Dad, he'll tell you that a farmer is only as good as his equipment and that there is none better than Sears Bradley. As for the new Sears Graham-Bradley Tractor, it's just the best there is. Streamlined and everything! So don't miss this grand opportunity to equip your toy farm with the most unique set offered, consisting of the 5 most important pieces needed for a real up-to-date farm. Made of almost unbreakable rubber. Here they are:

1. Graham-Bradley Tractor— $4\frac{1}{2} \times 2\frac{1}{2} \times 2\frac{1}{2}$ inches over-all.
2. Trailer, $5\frac{1}{2} \times 2\frac{1}{2} \times 2\frac{1}{2}$ inches over-all.
3. Disc Harrow, $4\frac{1}{2} \times 1\frac{1}{2} \times 2\frac{1}{2}$ inches over-all.
4. Double gang plow, $4\frac{1}{2} \times 1\frac{1}{2} \times 1\frac{1}{2}$ inches over-all.
5. Manure spreader, $4\frac{1}{2} \times 1\frac{1}{2} \times 2\frac{1}{2}$ inches over-all.

The perfection of a new process by one of our own manufacturers, not only makes these toys possible, but enables us to offer them at a ridiculously low price. Toys that actually move on easy rolling rubber wheels—a whole year of fun, a whole dollar's worth of play value, for only 59c. There is no end to the combinations, the hook-ups, the variety these toys offer. Each accessory can be hooked to the tractor. All packed in colored box which can be easily set up as an implement shed, $11\frac{1}{4} \times 5 \times 5$ inches. To have a complete farm, buy our Stock Farm on opposite page. Shipping weight, 2 pounds.

49 V 6456—5-Piece Outfit..... **59c**



Implement
Shed

UNBREAKABLE, SANITARY RUBBER ANIMALS

7 Life-Like Pieces

Add these life-like, perfectly shaped animals to your own toy barn. Mothers! You can't buy a better toy for little tots—molded from sturdy rubber, almost unbreakable, nice soft surfaces, no corners or edges to scratch tiny fingers or polished furniture. Sanitary, washable. The ideal toys for little tots. Horse, $3\frac{1}{4}$ inches long; colt, $2\frac{1}{4}$ inches long; 2 sheep, cow and calf in proportion, exceptionally life-like in shape. 11-inch section of rubber fence with gate that opens.

Shipping weight, 1 pound 2 ounces.

49 V 6412..... **49c**



Sears
PAGE
27₂

BARGAIN
SAVE
\$1.50



\$4.69
12-Inch
Front Wheel

New Streamlined Tubular

Ball bearing front wheel. Adjustable streamlined steel handle bars, rubber grips and pedals. Steel step plates welded to rear axle. Strong wire spoke wheels. 3/4-in. rubber tires. New flared fender over front wheel. Adjustable metal spring saddle. Red and ivory enameled, baked-on finish. All available.

Cat. No.	Front Wheel Diam.	Crotch to Instep Adj.	Shpg. Wt.	Price
79 V 8711	12 inches	17 to 18 1/2 in.	17 lbs.	\$4.69
79 V 8712	16 inches	19 1/2 to 21 1/4 in.	21 lbs.	5.69
79 V 8713	20 inches	21 1/2 to 23 in.	25 lbs.	6.69

YOU SAVE
ABOUT
30%



\$2.19
10-Inch
Front Wheel

Usually Sells for \$1.00 to \$1.50 More

Built to take all the punishment that a youngster of today is bound to give it. Sturdy 1-piece steel frame. Strong wire spoke wheels. Ball bearing front wheel. Embossed red enameled frame with formed step plates over rear axle, ivory color wheels and handle bars. Adjustable steel saddle. Big 3/4-in. rubber tires, rubber grips and pedals. Small size has plain bearing wheels and 1/2-in. tires. A typical Sears Christmas bargain. Measure child from crotch to instep. Your choice of 3 sizes. All available.

Cat. No.	Front Whl. Diam.	Crotch to Instep Adj.	Shpg. Wt.	Price
79 V 8673	10 inches	13 1/2 to 15 1/2 in.	11 lbs.	\$2.19
79 V 8682	12 inches	15 1/2 to 17 1/2 in.	12 lbs.	3.19
79 V 8683	16 inches	18 1/2 to 20 1/2 in.	19 lbs.	3.98



New 2-Wheelers
Air-Filled 2-in. Tires
\$15.95

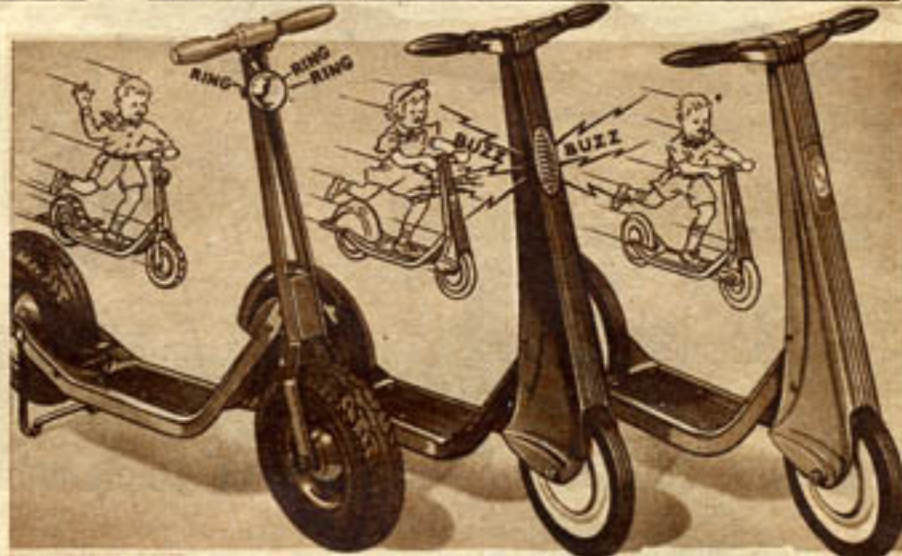
20% saving! Like a big bike. For children 5 to 10 yrs. Tubular steel frame. Ball bearing pedals. 14-in. wheels. New "V" type fenders. Bicycle spokes. Adjustable handlebars. Bell. Troxel coil spring saddle. Parking stand. Maroon and Ivory finish. Shipping wt., 35 lbs. Mailable.

For Boys (as shown)
79 V 8667...\$15.95
For Girls (Girls' frame)
Blue, ivory finish.
79 V 8668...\$15.95

Parkcycle

With Coaster Brake

Same as above but no straddle bar. See picture at left. Easier for little tots to mount. 12-in. wheels. 1 1/4-in. solid tires. Shpg. wt., 31 lbs.
79 V 8690...\$16.69
Similar to 79 V 8690. Plain bearing wire wheels. 1-in. tires. No brake, fenders or bell. Single coil saddle. Red finish. Shipping wt., 25 lbs.
79 V 8674...\$9.95



DeLuxe

Regular \$7.50 Value. **\$5.49**
Ball bearing disc steel wheels with big, 10x2 3/4-in. ALLSTATE air-filled tires. Running board of 1-piece auto fender steel forms mud-guard over front wheel, rubber foot mat. Bicycle bell. Steel parking stand. Brake. Enameled cherry red, black trim. 38 in. long. Mailable. Shipping weight, 16 pounds.
79 V 8846...\$5.49

Save 1/3!

New streamlined \$3.69
fenderette fork and rear fender. All steel footboard with rubber mat. 8 1/4-in. disc steel roller bearing wheels, 3/4-in. rubber tires. Rubber grips. Electric horn, button on handlebars. Parking stand. Maroon frame, ivory wheels. 35 in. long. Shipping weight, 15 pounds.
79 V 8838...\$3.69

Bargain

Streamlined fenderette \$1.98
fork, handlebars and 1-piece platform of auto fender steel, rubber foot mat. 8 1/4-in. disc steel roller bearing wheels. 3/4-in. rubber tires. Length, over-all, 33 inches. Frame and fork finished in bright red. Wheels in ivory. Shipping weight, 13 pounds.
79 V 8839...\$1.98



For Tiny Tots . . . JUNIOR SKI AND POLE SETS . . . For Little Fellows

Skis, 24 inches long. Rubber foot support, adjustable web straps. Two hardwood poles, 36 inches long, with hand cord and snow guard. Mahogany finish. Shipping weight, 3 pounds.

79 V 8311
89c

Skis, 42 inches long of tough grain hardwood. Grooved bottom. Natural colors, red trim. 1-in. wide toe straps with buckle. Two poles, 42 in. long with leather hand loop, snow guard. Shipping weight, 6 lbs.

79 V 8318...\$1.69



Safe for the Kiddies

Bob skates. Double runners protect little ankles. Nickel plated steel; adjustable from 5 1/2 to 7 1/2 in. Web straps with buckle. Shipping weight, 1 pound 3 ounces.
49 V 8317—Pair...45c



For Boys or Girls

Real sking skates, 12 1/2 in. long, of hardwood. Adjustable heel plates to fit child's shoes 9 to 12 in. long. Web straps. Shipping weight, 1 pound 4 ounces.
49 V 8314—Pair...79c



TESTS PROVE FRAME
HOLDS 6 TIMES
WEIGHT OF CHILD

Brand New!

Full Ball Bearing Redbird Jr.

Biggest Scoop in Years! Youngsters are wild about it. Parents acclaim its beauty of design and now our Laboratory tests show it will hold 6 times the weight of the average child.

Think of it! Without losing one iota of beauty or grace! Rugged, bull dog strength, because the newly designed tubular frame is welded, the strongest type of construction known. Back step plates, stamped from one piece of steel, supported 1000 lbs. without weakening. Yet there are no cross bars to interfere with little legs. Graceful, streamlined nose just like the latest motor cars—with the name Redbird Jr. embossed on it.

That Plus All These Other Features:

• New Sears design, crown type front fender . . . New, large Sears design, enameled hub caps . . . Colorful dummy instrument panel . . . Troxel adjustable saddle mounted on concealed springs . . . Solid rubber, 1 1/2-in. non-skid tires . . . Extra long wheel base for plenty of leg room . . . Rear wheels wide apart to prevent tipping . . . New, streamlined adjustable nickel plated tubular steel handle bars with streamlined rubber grips . . . Streamlined tear-drop shape rubber pedals . . . Strong steel spokes.

Finished in beautiful bright red baked-on enamel with ivory color decorations. Measure child from crotch to instep. All Mailable.

\$6⁹⁵ 12-Inch Front Wheel



Sears Exclusive
Design
Patented, 1937

Catalog Number	Front Wheel Diameter	Crotch to Instep Adjustable	Shpg. Wt.	Price
79 V 8721	12-inch	17 1/2 to 19 in.	24 lbs.	\$6.95
79 V 8722	16-inch	20 1/2 to 22 1/2 in.	29 lbs.	7.95
79 V 8723	20-inch	22 1/2 to 24 1/2 in.	33 lbs.	8.95



Speed Meter for Velocipedes, Two-Wheelers

Stewart-Warner! What a thrill to think you are going 50 miles an hour when you are only going 5 or 6. Meter geared up to show high speeds. Easy to attach. Shpg. wt., 1 lb. **69c**

79 V 8720—Will not fit over large front fenders.

FOR OTHER BIKES SEE BIG CATALOG

30% Savings! Tubular Bikes Ball Bearing Front Wheel

Priced no higher than ordinary split frame bikes, these tubular steel bikes are far stronger and much better looking. Strong, spoke wire wheels with 3/4-inch rubber tires. Comfortable adjustable steel spring saddle. Streamlined rubber pedals and grips. Frame, fork finished in striking green enamel; ivory color wheels, streamlined, nickel plated handle bars.

For all velocipedes, measure child from crotch to instep. Choice of three sizes. All sizes Mailable. Shipping weights, 15 lbs.; 19 lbs.; 22 lbs.

Catalog Number	Front Whl. Diameter	Crotch to Instep Adj.	Price
79 V 8647	12-inch	16 to 18-in.	\$3.49
79 V 8648	16-inch	18 to 20-in.	4.39
79 V 8649	20-inch	21 to 23-in.	5.29



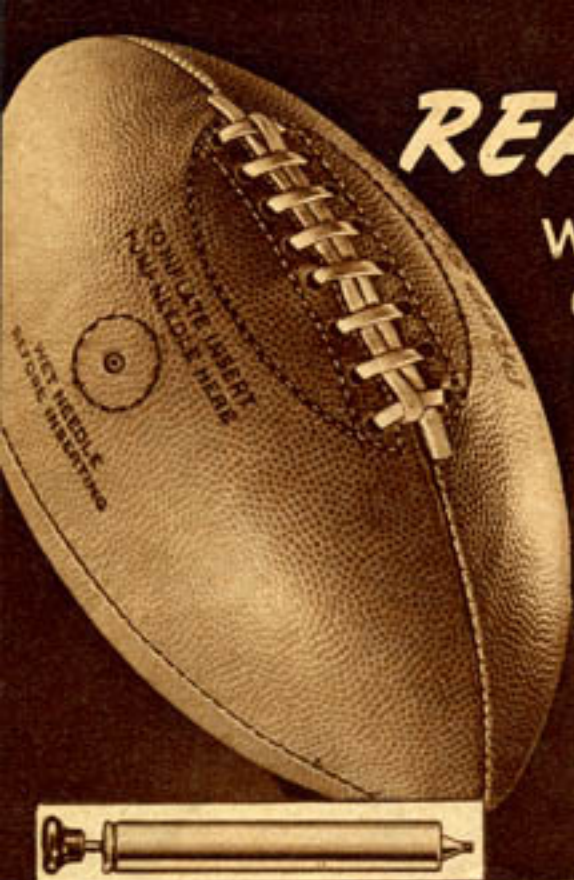
De Luxe
Redbird Jr.

Regular Bicycle Construction

Finest money can buy! Same construction and design as our famous Redbird Jr. above, except with real cadmium plated rust-proof bicycle spokes in wheels and genuine bicycle type Troxel saddle, mounted on double coil nickel plated springs. Large nickel plated bicycle bell. Beautifully finished in red enamel with ivory color trim. Solid rubber 1 1/2-in. non-skid tires. All Mailable.

\$8⁹⁵ 12-Inch Front Wheel

Catalog Number	Frt. Whl. Diameter	Crotch to Instep Adjustable	Shpg. Wt.	Price
79 V 8741	12-inch	17 1/2 to 19 in.	24 lbs.	\$ 8.95
79 V 8742	16-inch	20 1/2 to 22 1/2 in.	29 lbs.	9.95
79 V 8743	20-inch	22 1/2 to 24 1/2 in.	33 lbs.	10.95



REAL "HE" BOYS

WILL GET A KICK
OUT OF THESE!

Usual \$1.25 Value

Tough as Nails

89c For long punts, bullet passes, smashing line bucks—here's the ball! Why? Because, it's built of a special, pebbled grain, extra heavy, artificial leather that will hold its shape and will not scuff. In fact, it's longer wearing and more durable than split leather.

Complete with strong, VALVE TYPE bladder, leather lace and inflating needle. Shipping weight, 1 pound 4 ounces.

49 V 5591 89c

Metal Pump at Left

For inflating all footballs and basketballs illustrated. Shpg. wt. 9 oz.

49 V 5502 19c

Football and Pump

At Usual Price of Ball

59c "Gee! A beauty, a bargain, too!" Durable valve type artificial leather football and pump at usual price of football alone. Will stand all the kicks and hard play the little fellows can give it and outlast higher priced split cowhide. Complete with sturdy rubber bladder, leather lace, 8½-in. metal pump and inflating needle. Shipping weight, 11 ounces.

Bargain Outfit

49 V 5590 59c

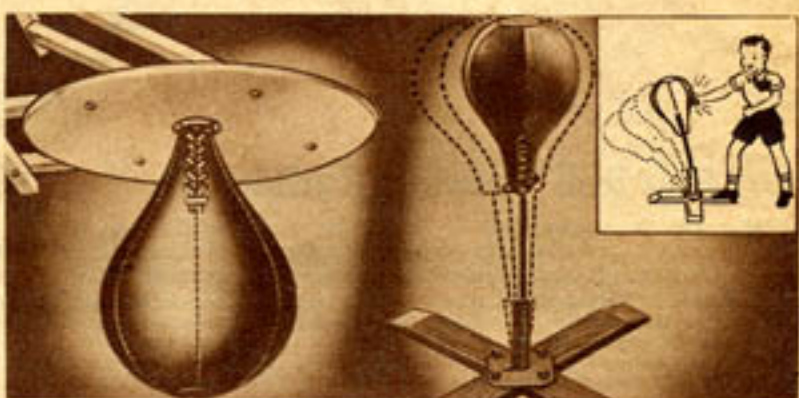
Save on Gift
Toys at Sears



5-Piece \$1.50 Value Outfit

"Put up your dukes, Dad, and let's go a couple of rounds!" Just the thing to keep youngsters from 2 to 5 alert and confident. Gives them the healthful exercise all growing boys need. Four well padded, laced canvas gloves with leather trim. Tough, pear shape, artificial leather, single-end punching bag inflates to 25-inch circumference. Complete with rubber bladder which alone is worth 25c; also included is sash, cord and screw eyes for hanging bag. Shipping weight, 1 lb. 6 oz.

49 V 5519—4 Gloves and Bag \$1.00



12-in. Bag; Platform

Artificial leather punching bag, rubber bladder, 17½-in. platform. Screws for attaching. 79 V 5522—Shpg. wt., 6 lbs. \$1.49

53 Value Upright Bag

No wall, ceiling space. Wood stand, spring steel rod, artificial leather bag. Rubber bladder. 79 V 5559—Shpg. wt., 5 lbs. \$1.98



You Save 30%

69c Fielder's Glove, Hardwood Bat, Horsehide Cover Ball.

Ideal gift for future big-leaguers. Genuine horsehide cover baseball. Heavy hardwood bat, 29 in. long for extra base hits. The hot ones are made easy with this sturdy fielder's glove with leather palm, padded palm and fingers. To be worn on left hand only. Shipping weight, 2 pounds.

49 V 5530—3-Piece Outfit. 69c

Playground Ball

29c For steady, hard play. 12 in. around in seam. In size and construction it's like softballs used by the "Pros." Tough genuine leather cover, felt center. Shipping weight, 7 ounces.

49 V 5501 29c



BASKETBALL BARGAINS



Cowhide Leather Stem Type Bladder

Yes; it's a deluxe model and yet you'll wonder at the price! Built sturdily for hard play. Play basketball to build muscle, acquire speed. Good quality split cowhide basketball about 28 inches around and 2-piece, stem type rubber bladder. Complete with durable lace and needle. Shipping wt., 12 oz.

49 V 5536 \$1.29

Artificial Leather Valve Type Bladder

Priced low so every youngster can have one! A Valve type basketball about 28 inches around that can "take it." Season after season it holds its shape and won't scuff. Two-piece, handmade, valve type rubber bladder; leather lace, and inflating needle. Shipping weight, 12 ounces.

49 V 5565 98c

New Deluxe Basketball Outfit

Play at Home for Fun and Exercise

Valve type artificial leather basketball, about 28 in. around. 2-pc. rubber bladder, leather lace, inflating needle. Two 17-in. baskets, cord net, pump, clips, screws included. 49 V 5535—Shpg. wt., 5 lbs. \$1.89

Bargain Outfit—Stem Type Ball

Two, 13½-in. steel frame baskets. Cord net, clips, screws. Artificial leather ball 25 in. around. Rubber bladder. 49 V 5538—Shpg. wt., 2 lbs. 9 oz. \$1.19

49 V 5539—Baskets Only. 13½-inch size. Shpg. wt., each, 1 lb. 2 oz.; two, 2 lbs. 8 oz. Each 35c 2 for 69c



All bicycles shipped from Chicago, Cleveland, Philadelphia, Boston, or Binghamton, N. Y. Send order to nearest one.

FREE!

\$3.25 ELECTRIC HORN/LITE WITH EVERY BIKE



SEARS EXCLUSIVE FEATURES

AIR-COOLED BRAKES... ALEMITE LUBRICATION

Sears Streamlined Sport Models

* Electric Horn/Lite is made in one compact unit to serve both as a headlight and as a horn! Beautifully finished in aluminum color. Handy light and horn switch on front of 4-cell battery case (flashlight cells not included, see 20 V 1401 listed on Page 34.)

Enormous Christmas Savings! Bicycles are equipped with all exclusive Sears features plus \$3.25 Horn/Lite shown above at no increase in price over same bicycles shown in our Big Catalog. Opalescent, light-reflecting colors. Finest ALLSTATE balloon tires, 26x2 1/2-in. with inner tubes. Full size, streamlined doublebar frame adjustable from 29 to 34 in. seat to pedal. Sears exclusive seat mast. Extra wide chrome plated mudguards with long front. Chrome plated saddle springs, truss rods, rims and chain guard. Sears exclusive reflector.

FOR BOYS and MEN

Choice of Red or Gunmetal, each with Ivory trim. Brilliant, gripfast enamel. State color. Shipping weight, 66 pounds.

6 VM 5079—Cash Price.....\$27.95

FOR GIRLS and WOMEN

Like 6 VM 5079, no curved seat mast. Pearl with Sapphire Blue trim, or Sapphire Blue with Ivory trim. State color. Shpg. wt., 63 lbs.

6 VM 5080—Cash Price.....\$27.95

See Page 5 for Easy Terms

\$27⁹⁵
Cash

ONLY
\$3
DOWN



NO GIFT LIKE A SEARS BIKE

\$22⁸⁵
Cash

ONLY
\$3
DOWN

See Page 5 for Easy Terms

NEW Flowline Frame and Curved Rear Fork

* Equipped with Sears exclusive air-cooled coaster brake, also famous Alemite Lubricating system—Alemite gun included.

Greatest Christmas bargain we know of! Full size Crusader balloon tires, 26x2 1/2-inch with inner tubes. Extra wide, heavily enameled mudguards with long front. Chromium plated handlebars, Lobdell-Emercy rims and coaster brakes. Troxel saddles. Full size double bar frames, adjustable from 29 to 34 in., seat to pedal.

Boys' and Men's
Newest flowline frame. Red or Black, both with Ivory trim. State color.
6 VM 5026—Shpg. wt., 63 lbs. Cash...\$22.85

Girls' and Women's
No flowline frame or curved fork. Blue or Black, both with Ivory trim. State color.
6 VM 5066—Shpg. wt., 64 lbs. Cash...\$22.85

SEE SEARS BIG CATALOG FOR OTHER BIKE VALUES

SEARS



PAGE 31

FOUR STAR
FEATURE

\$9.69 FREE!
WITH AUTO
GOGGLES AND HELMET



Save \$3.00 on This New Streamliner

You can bet all the gang will be green-eyed when they see you in this big car. Its classy lines gracefully show its sturdiness and smooth flowing beauty like that of the newest motor cars. Built to last for many a happy tour. Goggles and helmet free with this auto.

For Tots Up to 7 Yrs.

Heavy auto-fender steel body and beautifully sweeping fenders are one-piece to give strength. Sports model windshield. Streamline radiator ornament adds a touch of quality. Such features as ball bearing driveshafts, adjustable rubber pedals, seat pad, new type double bar bumper, insure comfort and longer life. Dummy headlights and gleaming red baked-on enamel finish. Artillery type roller bearing, 9½-inch double disc steel wheels, with ¾-inch rubber tires. Large dome hub caps. Length, 42 in.; width, 17 in. Shipping weight, 37 pounds. Not mailable.

79 VM 8954—Complete... \$9.69

Super Features on Two Prize Winners:



WILL
HOLD
TWO
MEN



BALL BEARING
DRIVE
SHAFTS



THREE
ADJUSTMENTS
ON FOOT PEDALS

Hotter'n Hot!

And Boy! What a Price!

53-Inch supercharger! Newest thing on wheels—designed by America's foremost auto designer. Gleaming ivory color exhaust pipes set off the fine, aristocratic Dubonnet (maroon) baked-on finish on body and sweeping fenders.

For Kids Up to 10 Yrs.

Double bar bumper—new style windshield, colorful dummy instrument board—dummy headlights. 10-in. roller bearing, artillery wheels, ¾-in. rubber tires, large dome hub caps. Fiber covered seat, bulb horn. Enjoy a cushioned ride with the ball bearing drive shafts, spring type chassis. Adjustable rubber pedals. 53 in. long, 18 in. wide. Shpg. wt., 62 lbs. Not mailable.

79 VM 8956... \$14.95

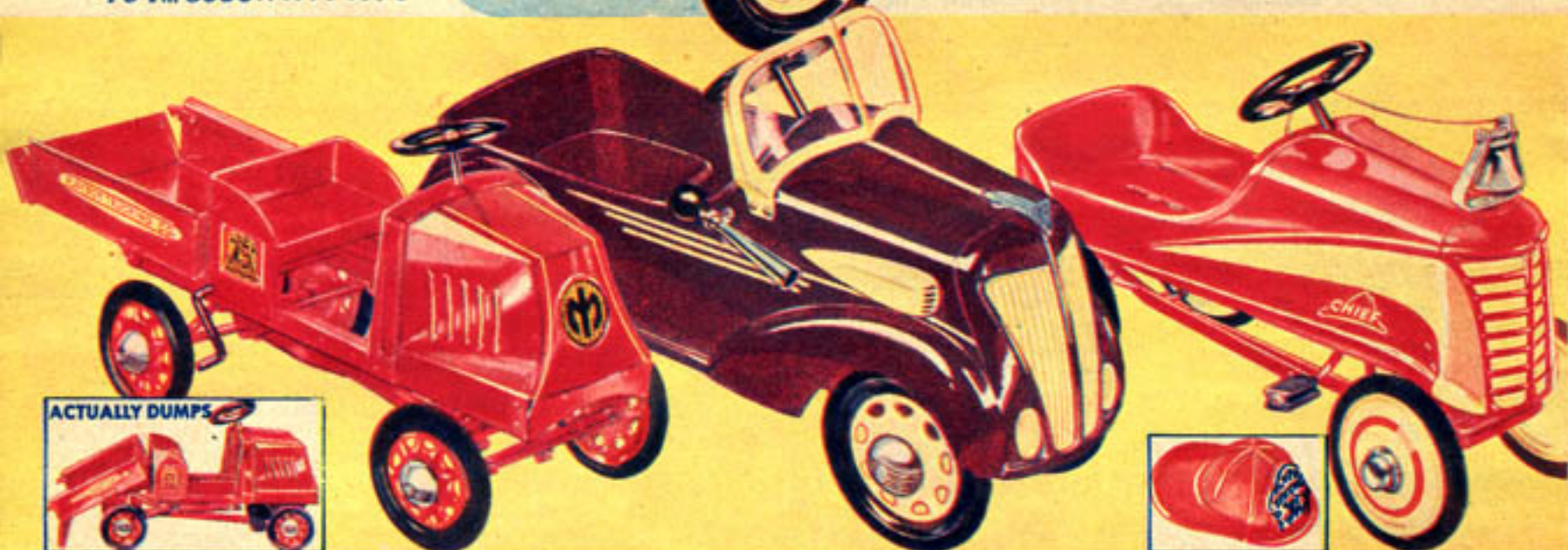


\$20 Value

\$14.95



SHOCK
ABSORBING
REAR SPRINGS



ACTUALLY DUMPS

Save \$2.00 on This Big Mack

44½-In. Real Dump Truck—For Tots Up to 8 Yrs.

With all the road-building going on, you'll need a big dump truck like this to get your share of the business. And here's a truck that "can take it"—heavy steel throughout. Every inch a Mack with big dump box, 15 in. long, 14 in. wide, 5 in. deep. Large dome hub caps on 8½-in. steel artillery wheels, with ¾-in. rubber tires. Finished in red baked-on enamel, nicely decorated. Adjustable rubber pedals; spring type chassis absorbs all jars. 44½ in. long, 20 in. wide. Mailable. Shpg. wt., 38 lbs.

79 V 8960
Big Mack \$7.98

Sports Roadster Save 25%

All-Steel 1-Pc. Body—For Tots Up to 6 Yrs

A car that any young motorist will be proud to run. Just as strong as it is good-looking because body and fenders are all steel in one piece. Finished in attractive Dubonnet (maroon) baked-on enamel with contrasting ivory striping. Completely fitted with such accessories as fancy radiator ornament, latest divided type windshield, bulb horn, and dummy streamlined lights. 8¼-in. steel artillery wheels; ¾-in. rubber tires. 35½ in. long and 15½ in. wide. Rubber pedals. Mailable. 79 V 8953—Shpg. wt., 30 lbs... \$7.48

Fire Chief Auto and Hat

A \$7 Value. For Tots Up to 5 Yrs.

Clang! Clang! Make way for the young fireman. The nicked bell clanging with every pull of the cord will stop all sidewalk traffic and the flashing real "fire-engine" red, all steel body will attract every eye. And think of it! A fire chief hat free with every car. Sturdily built for years of alarms—size overall, 33½x15 inches. 8¼-inch double disc steel wheels, ½-inch rubber tires. Rubber pedals. Mailable. Shipping weight, 27 pounds.

79 V 8952... \$5.48

PAGE 32

SEARS

NO GUESSWORK



It took 2,995 lbs. of crushing weight to do this to our Road Master in our Laboratory. That's strength!



Special!



Nothing Like It at the Price

Regularly Sold for \$3.50

- Full ball bearing wheels.
- Big, 5/8-inch non-skid rubber tires.
- Full size steel body, 33 1/2 x 15 in.
- Patented nonwobble bolster.

\$2³⁹

No penny pinching, no skimping here to build to a price. It's honest value! This "Silent Road King" has 20 steel ball bearings in each wheel for extra speed, easier coasting. 8-in. sturdy double disc, red enameled steel wheels, large hub caps. Steel braces, tubular steel handle, grip. Reinforced, embossed bottom, sides. Red baked-on enamel finish. Shipping weight, 26 lbs.

79 V 7633—Mailable... \$2.39

NEW... Buckboard Racer

Boyl! It's 45 inches long (the usual wagon is 33 in. long) and it's sleek, speedy and different with its streamlined, hard-wood sled top, cadmium plated and polished heavy steel airplane type front nose, and its flashing chrome plated tubular steel tongue with "D" grip. The heavy steel under gearing is brightly enameled in a silvery color, braced to take a lot of punishment. Roller bearing 9 1/2-in. spoke wheels, with 1-in. rubber tires, large nickel plated hub-caps. It sure is a dandy racer. Length over-all, 45-in. Top, 41 1/4 in. long; width, at widest part 14 in. tapering to streamlined tail 12 1/2 in. wide. Top finished in natural with red and yellow decorations. Wheels, red, black and silvery colors. Shipping weight, 28 lbs. Mailable.

\$7.50 Value

\$4⁹⁸

79 V 7642—Buckboard Racer \$4.98

NEW... Streamlined Sky Clipper

The very last word in modernistic design. For all around beauty, ease of handling and capacity, we haven't seen its equal. A handsome, big, roomy wagon, 41 inches long, 18 1/4 inches wide at the widest part, with all the enduring strength and beauty of an all steel 1-piece body. No parts are welded or creased. Just note the beautiful embossed streamlined rounded front and rear fenders, and the strong steel undergearing! 8-inch roller bearing double disc steel wheels, 3/4-in. rubber tires. Beautifully finished in red baked-on enamel with yellow striping. Mailable.

\$7.50 Value

\$4⁹⁸

79 V 7643—Sky Clipper Shpg. wt., 41 lbs... \$4.98



Talk About Value!

Here It Is!
Four Great Big
\$ \$ \$ \$ Worth **\$2⁸⁹**

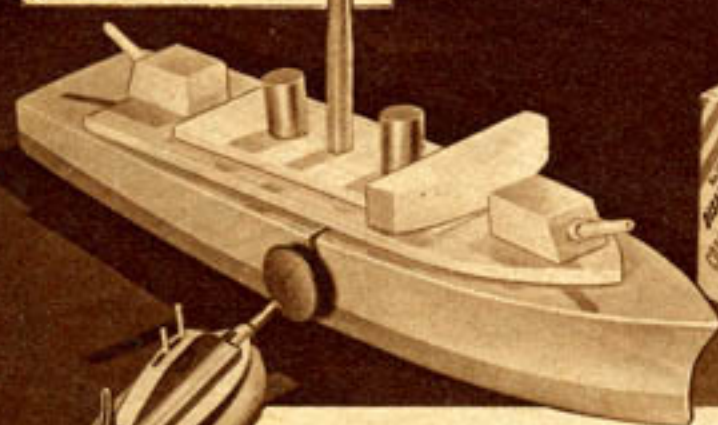
Just check these features and you'll be convinced:

- Ball bearing, auto spoke wheels.
- Extra large and deep all steel body, 33 1/2 x 15 x 4 1/4 inches.
- Reinforced, embossed bottom, sides.
- Patented front bolster for easy steering.

20 large, polished steel ball bearings in each wheel to give a smooth, gliding ride and assure extra speed, longer coasting, effortless pushing. 9 1/2-inch, 12-spoke double disc steel wheels are spot welded like motor car frames for super strength, 3/4-inch non-skid rubber tires. Tubular steel tongue. Red baked-on enamel finish, ivory color stripes on wheels. We'll tell the world it's a big buy. Mailable. 79 V 7634—Shpg. wt., 31 lbs.. \$2.89

FLASH! For SPECIAL
WAGON TRAILER and 3-in-1
BALL BEARING TRUCKS...
See Our General Catalog

ROOTIN' SHOOTIN' TOYS



"Sub" Fires—Battleship Explodes

Load gray, 7½-in. submarine with torpedo, cruise into firing position, aim, shoot! Bang! Spring lifts battleship's deck, funnels, etc. high into air. Reassemble for another attack. Colorful 13½-in. battleship. Both ships built of wood.

49 V 5633—Shipping weight, 2 pounds.....

89c



New! Disappearing Coast Defense Gun

Up it springs! Bang—goes the projectile—down comes the gun to rest again. Big 12¼-inch steel gun mounted on 15-inch base. Use carton as fort. Six wood projectiles included. Release trigger cord, gun automatically rises over top of fort, fires, recoils and disappears.

49 V 5660—Shipping weight, 2 pounds.....

89c



New 31-Inch Television Rifle

Noiseless—Harmless—Develops Accuracy

First toy Television rifle to project target on wall like movie. Pull trigger, hit shows on target... no corks, darts, bullets. Bulb and 1 target furnished. 2 flashlight batteries needed (see below). Wood stock; steel barrel.

49V5610—Television rifle. Shpg. wt., 2 lbs. \$1.59

49V5611—30 Targets. Shpg. wt., 3 oz. 10c

20V1401—Flashlight Battery. Shpg. wt., 6 oz. ea. 4c

\$1.59



Original Auto-Magic Picture Gun

Each Shot a New Picture

It shoots pictures, not bullets, on any flat surface. Automatic. Metal. About 6 in. long—Projector, bulb, 2 batteries and film of 28 views. Just aim gun, focus, pull trigger, and repeat.

49 V 5603.....89c

49 V 5604—Three films. Shpg. wt., 6 oz. 19c

89c



Double Barrel—Wood Stock

Corks Enclosed

Has cowhide leather shoulder strap. Break action. Two triggers. Each steel barrel pops separately, making loud report. It's real sport to "break" gun to load it, aim, pull trigger, a loud pop—then shoot second barrel, another report. Corks can't get lost. Gun, 28 in. long over-all.

49 V 5651—Shpg. wt., 2 lbs. 4 oz. 45c

45c



79c

Ride 'Em Cowboy

Give him a horse to ride and a pair of chaps to wear and you've made a friend. Yes, siree! He'll be the talk of the town and the idol of every other "cow puncher" on the "range." And well may he be, for these swanky, gaudy outfits will tickle the cockles of any regular boy's heart.

Leopard Skin Design

Regular \$1.00 Value

Cotton leggings, trimmed with leather-like cotton suede, tops of cotton suede, vest decorated to match. Even sizes only, 4 to 14 years. State age.

49V5692—Shpg. wt., 1 lb. 13 oz. 79c

Fur Trimmed Chaps

Regular \$2.00 Value

Real fur leggings. Cotton suede cloth top. Wide scallops, trimmed. Belt. Suede-like cloth vest; pockets. Holster pocket. Assorted. Even sizes only, 4 to 14 years. State age.

49V5694—Shpg. wt., 2 lbs. \$1.29



Texas Ranger 9-In. Holsters

\$1.25 value. Two, 8-in. steel dart guns; 2 rubber suction cup darts. Leather holsters and belt. Conchas, leather strips. Cowboy scenes, emblems.

49V5647—Shpg. wt., 1 lb. 14 oz. 79c



3-Piece Set

35c value. Steel, 6¼-in. clicker gun. 7-in. cowhide holster; Belt, buckle.

49 V 5619 23c



8-Inch Pistol

Shoots suction cup darts (1 inch).

49V5682 10c

Shpg. wt., 8 oz. 49 V 5683—2 darts.

Shpg. wt., 3 oz. 5c



New 4-Piece Cowboy Set

Western 10-gal. style hat, fits average boy. 6-ft. lariat; red bandana, 8-in. steel dart gun and dart.

49 V 5691—Shpg. wt., 1 lb. 8 oz. 69c



Big 5-Piece Police Outfit

Blue cotton cap, chief emblem; whistle; metal badge; hand cuffs, spring snap; night stick.

49 V 5609—Shpg. wt., 1 lb. 2 oz. 69c



94c

- Windup Motor
- 23 In. Long
- Very Popular

Marx G-Man "Tommy" Gun

Built mostly of metal. Wood stock, with G-Man pictures. Wind-up long running clockwork motor, pull trigger; makes rat-tat-tat noise, shoots sparks. Flint inserted.

Shipping weight, 1 pound 13 ounces.

49 V 5664—G-Man Gun Complete....94c

49 V 5787—Two Extra refill Flints. Shipping weight, 2 ounces. Two For.....10c



New! Sturdy Rubber Soldier Set

Soldiers plastically molded out of sturdy rubber to make them as life-like as possible. Almost unbreakable, soft—will not scratch little hands or fine furniture. 9 U. S. privates, 1 bugler, mounted officer, motorcycle rider, 2 gunners in box to set up into fort. Shipping weight, 2 pounds.

49 V 5635.....89c

89c



HOLIDAY ROUND-UP OF NOVELTY SUITS

(A) Monte the "Mountie"

• Coat of scarlet cotton twill with brass buttons—epaulets—and four pockets. "Mountie" insignia on collar and pocket. Navy blue cotton drill breeches. Brown cotton suede finish puttees. Large tan cotton suede cloth hat. Real leather Sam Browne belt and holster. Large toy pistol. **SIZES:** 4, 6, 8, 10, 12, 14 yrs. *State age-size.* Shipping weight, 2 pounds 12 ounces. **40 V 4389—7-Pc. "Mountie" Outfit. \$3.49**

(D) Two-Gun Pete

• Brown imitation leather front chaps with two decorated holsters of cotton suede cloth. Plaid cotton flannel shirt • Imitation leather vest to match chaps • Gay Bandana • Two big "six-shooter" pistols • Lasso • Black cotton suede cloth hat. Bang! Bang!—look out for Two-Gun Pete! He's got two big pistols to flourish! **SIZES:** 4, 6, 8, 10, 12, 14 yrs. *State age-size.* Shipping weight, 3 pounds. **40 V 4375—8-Pc. Cowboy Outfit. \$2.49**

(B) The Flying Lieutenant

• Coat and breeches of tan khaki cotton drill • Two flap pockets • Flyer's insignia • Imitation leather Sam Browne belt and puttees • Helmet and goggles. Young pilot's outfit! Trim fitting coat and breeches of sturdy khaki drill. Natty Sam Browne belt—and even a pair of goggles to shield your eyes from wind and glare. **SIZES:** 4, 6, 8, 10, 12, 14 yrs. *State age-size.* Shipping weight, 2 pounds 12 ounces. **40 V 4353—6-Pc. Pilot's Outfit. \$1.98**

(E) Dapper Dan

• Khaki cotton drill chaps with metal spangles—fur and leather trim. Bright plaid cotton flannel shirt. • Fur decorated cotton khaki vest • Cotton khaki hat • Lasso. • Bandana. • Large toy pistol and holster • Belt. Dapper Dan wears a fur trimmed suit that's the envy of the whole corral! Vest has fur pockets—and chaps have fur side trimming. **SIZES:** 4, 6, 8, 10, 12, 14 yrs. *State age-size.* Shipping weight, 2 pounds 12 ounces. **40 V 4366—9-Pc. Cowboy Suit. \$1.89**

(C) King of the Range

• Genuine fur front chaps • Plaid cotton flannel shirt • Large toy pistol and holster • Belt • Lasso • Black cotton suede cloth hat • Decorated khaki cotton drill vest • Colorful bandana. Even your favorite cowboy movie star doesn't wear a finer outfit than this! The chaps are real fur. It's our finest suit. **SIZES:** 4, 6, 8, 10, 12, 14 yrs. *State age-size.* Shipping weight, 3 lbs. 8 oz. **40 V 4370—9-Pc. Cowboy Outfit. \$2.95**

(F) Broncho Bill

• Khaki cotton drill chaps with fancy side trim; elastic waist • Gay plaid cotton flannel shirt • Bright bandana. • Cotton khaki cowboy hat • Belt, lasso, toy pistol, and holster. Broncho Bill's outfit costs less, but it doesn't miss any of the trappings a cowboy should have. Chaps have fancy side decorations. Eight pieces included. **SIZES:** 4, 6, 8, 10 yrs. *State age-size.* Shipping weight, 1 pound 12 ounces. **40 V 4363—8-Pc. Outfit. \$1.09**

NONE FINER!



\$3.48
41-INCH

Pat. 1936, by
Sears, Roebuck and Co.

Fastest on Any Slide!

The Nation's Finest Sled, Sears Fleet Arrow, Again Improved

Sears own Fleet Arrow is much stronger and better looking than ever before. Yes sir! Whether "belly flopping" or tobogganing, here's the sled for you! Because it has: **New turned-up heel runners.** No marred floors, torn clothing or "digging in" when sharp turns are made. . . . **New, shaped, molded rubber handles on steering bar** provide sure-grip. . . . **New, flexible, unbreakable steel bar** assures effortless steering. Tests prove 25% less pressure used than on others. . . . **Tru-Arc runners** bend from front to rear in one sweep, thus non-skid speed is gained and runners track perfectly in snow. . .

Rigid steel runner supports and heavy RIVETED cross braces for super strength. . . Cadmium plated steel front bumper is rustproof. . . Full length side rails give stronger, more rigid top.

Hardwood top enameled in red and black. Spring steel runners. Large size unavailable.

Catalog No.	Length	Knees	Shpg. Wt.	Price
79V 8320	41 in.	4	13 lbs.	\$3.48
79V 8321	47 in.	4	15 lbs.	4.48
79VM 8322	53 in.	4	16 lbs.	5.48

SUPER SLED VALUES!



\$1.79
40 IN., as Shown
But 4 Knees

Sleeker, Faster . . . Stronger Than Ever

No better quality nationally known sleds cost 50% more. Look at the others and then compare! Beyond doubt the outstanding sled value of 1937 is Sears Flying Arrow. Built to our own specifications by a manufacturer with 45 years experience. And now equipped with new turned-up heel runners: that prevent torn clothing, scratched floors and "digging in" when sharp turns are made. Extra

long hardwood top with brand new red and black decorations that emphasize the snappy speed lines. Extra strong steel front; spring steel runners; massive wood steering bar, placed well back; more flexible, easier to steer than lower priced sleds with steering bar way up front. Sizes are overall. (Runners on catalog numbers 79 V 8323 and 79 V 8342 do not have turned-up heels.)

DOUBLE CROSSBAR SLEDS FOR OLDER CHILDREN

56-Inch Sled
(As shown) 6 knees.
Unavailable.
79 VM 8327
Shpg. wt., 12 lbs. . . . **\$2.79**

45-Inch Sled
As shown but 4
knees. Mailable.
79 V 8326
Shpg. wt., 10 lbs. . . . **\$1.98**

40-Inch Sled
As shown but 4
knees. Mailable.
79 V 8325
Shpg. wt., 9 lbs. . . . **\$1.79**

36-Inch Sled
As shown but 4
knees. Mailable.
79 V 8324
Shpg. wt., 8 lbs. . . . **\$1.49**

SINGLE CROSSBAR SLEDS

32-Inch Sled
As shown but 4
knees. Mailable.
79 V 8323
Shpg. wt., 7 lbs. . . . **\$1.29**

\$1.25 Value!
30-In. Snowbird
Special. 4 knees.
79 V 8342
Shpg. wt., 6 lbs. . . . **98c**

New 24-Inch Baby Sled
First so low priced. Side guards, head-rest, back-rest, foot-rest AND a detachable steel push handle, 34-in. high. Holes for pull rope (rope not incl.). Varnished hardwood top, wood handle; red enameled steel runners. Shipping weight, 7 pounds. **\$1.69**
79 V 8303



Racy 75-Inch Sled

\$5.48

Exceptional strength was first in mind when we built this speedy sled, easily worth \$8.00! Extra strong steel knees and special flexible spring steel runners (securely riveted on) will support 4 or 5 persons through many seasons of hard usage. We selected choice hardwood for the top. . . extra sturdy and roomy (20 inches wide), spar varnished to withstand the toughest weather. Strong footrests add to your comfort and safety. Shpg. wt., 24 lbs.
79 VM 8308—Not Mailable..\$5.48



EASILY HOLDS 5 PERSONS

VIEW OF RIB
CONSTRUCTION
OF TORPEDO TUBE

NEW TORPEDO ICE SKATES

Sold by Mail Only by Sears

- **COUNTER BALANCED**—Double rib front construction plus scientifically placed sole and heel plates equalizes skater's weight.
- **RIGID RUNNERS**—Welded into specially designed channel to hold runners rigid.
- **STRONGER CONSTRUCTION**—New type, all steel, aluminum finish. Reinforcing struts under sole and heel plates make skate practically unbreakable—provide added strength.
- **STREAMLINED DESIGN**—Like the torpedo design of a giant airliner, presenting a new, graceful appearance.
- **SPEEDIER, EASIER SKATING**—Contour of runner has been scientifically shaped to give tremendous speed. Diamond-tested runners take and hold sharp edges.

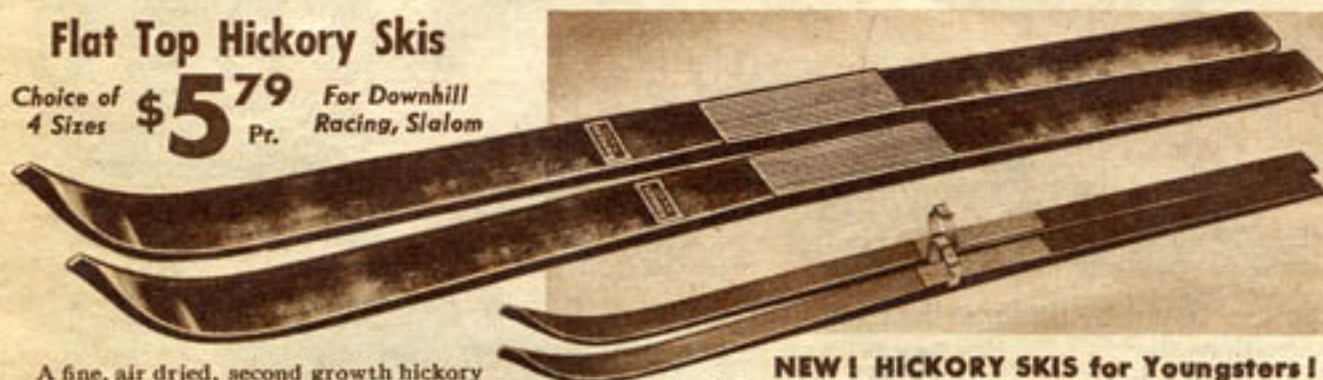
Greatest improvement in 40 years! Full grain black leather shoes. Padded tongue. Web reinforcing. Leather insole, outsole. When ordering state 1/2 size larger than street shoe.

(A) For Women and Girls (B) For Men and Boys
Soft toe. Full Sizes: 2 to 9. Soft toe. Full Sizes: 3 to 12.
6V1041—Shpg. wt., 3 lbs. 6 oz. \$3.39 6V1040—Shpg. wt., 4 lbs. \$3.39
(C) For Men and Boys—Hard Box Toe
6V1042—Full Sizes: 5 to 12. Shpg. wt., 4 lbs. 4 oz. \$3.98



Flat Top Hickory Skis

Choice of 4 Sizes \$5.79 Pr. For Downhill Racing, Slalom



A fine, air dried, second growth hickory ski worth at least 20% more! Dark walnut finish. Rounded top edges. No mortise; made for ski harness, see Sears Big Catalog.

Catalog No.	Length	Shpg. Wt.	Pair
6V5610	6 ft.	7 lbs.	\$5.79
6V5611	6 1/2 ft.	9 lbs.	\$5.79
6V5613	7 ft.	11 lbs.	\$5.79
6V5614	7 1/4 ft.	12 lbs.	\$5.79

NEW! HICKORY SKIS for Youngsters!

Like Skis Used by Experts but in Children's Sizes

Flat top, straight grained hickory skis. Beautiful Walnut finish. Foot pad. Mortised, complete with straps.

Catalog No.	Length	Shpg. Wt.	Pair
6V5693	4 feet	3 pounds	\$1.59
6V5694	5 feet	4 pounds	2.19
6V5695	5 1/2 feet	4 lbs. 8 oz.	2.59



22-Caliber WINCHESTER Single Shot Rifle

Always a suitable gift for the rifle fan! Carefully bored, 27-inch, round steel barrel with accurate crown muzzle. Chromium plated bolt handle. Military type safety. Positive ejector. Take-down model. Walnut stock. Grooved fore-end. Composition butt plate. Rear sight with elevator; bead front sight. Shoots .22-cal. short, long, long rifle cartridges, regular or high speed. Actual weight, about 5 pounds. Length over-all, 42 1/2 inches.

6V204—Shipping weight, 7 pounds. \$5.25

New Hollywood Thermos Set

\$4.95
Complete Set



First time offered to Sears customers and a perfect solution to that Christmas gift problem! The smart, new design is refreshingly different; as a water or liquid container it has no equal for use in the home or office. The pint size THERMOS container, which keeps liquids hot 24 hours or cold 72 hours, is shaped along modernistic lines with silvery gray aluminum outer casing. Tray, and glass drinking cup which fits on bottle as a top when not in use, are colored a deep, rich ruby. Shipping weight, 3 lbs. 6V7309—Complete Set \$4.95



Sears Exclusive FLY-A-WAYS

Brilliantly polished, snappy black wheels. Case hardened wheels. Welded chassis, tubular frame, adjustable, 8 to 11 1/2 in. Key. 6V1107—Shpg. wt., 6 lbs. \$1.98

\$3.98
Pair



White Elk Leather Shoes

Popular girls' and women's satin finish tubular skates! Smartly designed white elk-grained leather shoes, reinforced instep, arch support, leather outsole and insole. Seamless cups, finest tool steel runners. Girls' and Women's Sizes: 4 to 9. State size. Shipping weight, 3 lbs. 6 oz.

6V1039.....\$3.98

\$2.87
Pair



Nickel Plated Steel Blade

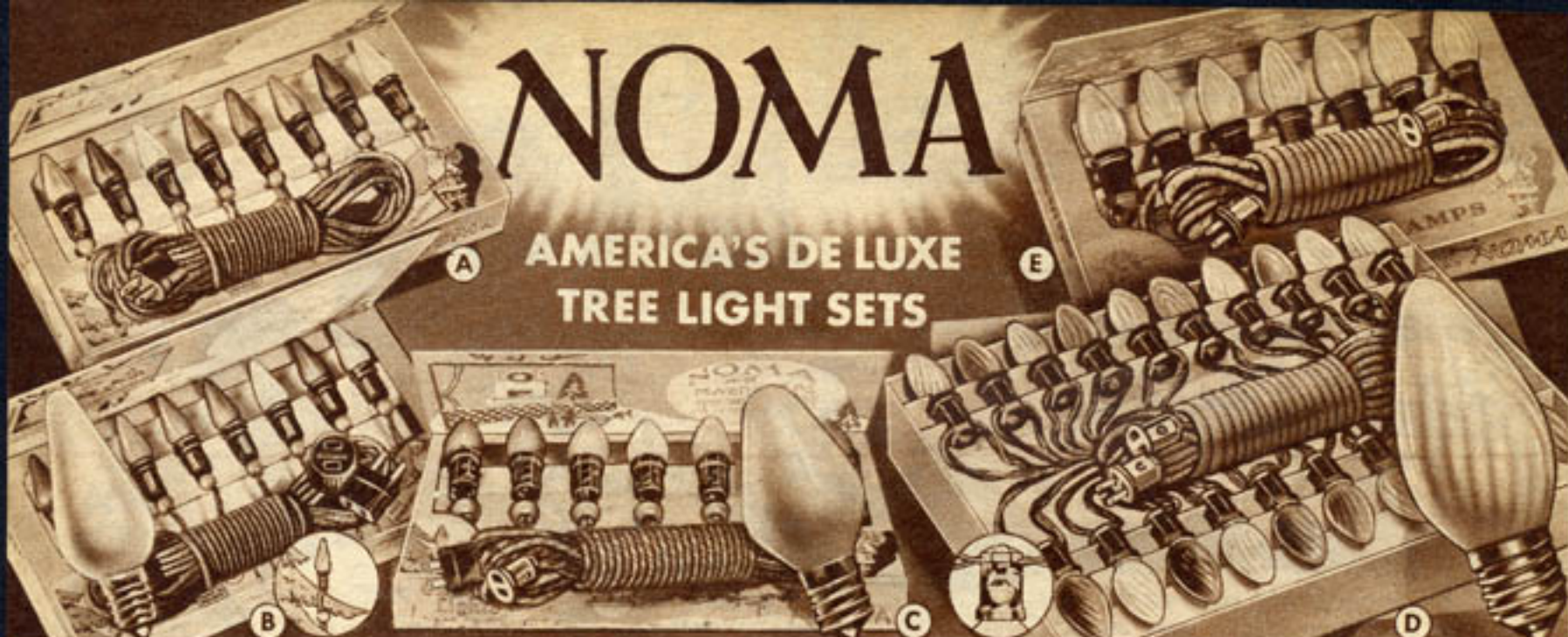
Full grain black leather soft toe shoe. Inside webbing. Felt sock lining. State size.

6V1072—Boys' and Men's Full Sizes: 1 to 11. Shpg. wt., 4 lbs. \$2.87

6V1073—Girls' and Women's Full Sizes: 1 to 8. Shpg. wt., 3 lbs. 2 oz. \$2.87

NOMA

AMERICA'S DE LUXE TREE LIGHT SETS



Famous NOMA Quality and Maximum Light at Sears Big Savings

Rigid inspection, superior workmanship assure you extra years' service. It's interesting to note that almost 98% of all series sets have eight 15-volt bulbs making a complete 120-volt unit. If an extra bulb is added to an outfit the brilliance of each bulb decreases one third, resulting in a dull lifeless tree. We offer three styles to suit your convenience: (1) Series of 8, 15-volt bright bulbs on one

120-volt unit. (2) Latest indoor set with 7 independently burning 110-120-volt bulbs, eliminating the annoying hunt for burned out bulbs. All indoor sets have red bead to hold sockets firmly. (3) New weatherproof, independently burning bulb outfits have new spring sockets preventing bulbs from coming loose. All sets listed by Underwriters' Laboratories for 110-120-volt A.C. or D.C.

Series 8-Light Sets for 110-120-Volt

Loop Style Cord
80c Value

(A) Bright lights—long life. 8, 15-volt Mazdas in assorted colors. Sockets. Wood beads. Extension plug. Shipping weight, 12 ounces.
49 V 6585.....59c

Straight Line Style
Easier to Drape

(B) 8, 15-volt Mazdas give best light, life, economy. Patented middle connector. Outlet plug. Red wood beads. Shipping weight, 14 ounces.
49 V 6567.....89c

Sets Where Each 110-120-Volt Bulb Burns Independently
Popular 7-Light Set
\$1.60 Value

(C) Most practical indoor set. If one bulb burns out others stay lit. Wood beads. Straight line cord. Base and extension end plug. Shipping weight, 14 oz.
49 V 6569...\$1.39

Weatherproof
Outdoor Set

(E) \$1.80 Value. 7 Mazda bulbs. Straight style, outdoors or in. Base and extension end plugs. Spring sockets. (Insert). Shipping weight, 1 pound 8 ounces.
49 V 6564...\$1.59

New! 20-Light Set
for Outdoors

(D) Weatherproof. 20 inside colored Mazdas. One string. Through-wire, spring contact sockets. Extension connector. Shipping weight, 3 pounds.
49 V 6561...\$3.98



Real-Life Bargain Quality Sets—Listed by Underwriters for 110-120-Volt A. C. or D. C.

Loop Style Set
8 Mazda Bulbs

New low price. Series outfit with 8, 15-volt American bulbs. Add-on plug for more sets. Rayon cord forms loop. Shpg. wt., 14 oz.

49 V 6555.....49c

Loop style, 8, 15-volt imported bulbs. Cap plug only. (Not shown). Shpg. wt., 12 oz.

49 V 6590.....25c

7 Independently
Burning Bulb Set

A typical Sears Christmas bargain. No hunting for burned out bulbs. Each 120-volt Mazda bulb burns independently. When one burns out other 6 stay lit. Cord with end plug for adding more sets, making continuous string from base plug. Shpg. wt., 1 lb.

49 V 6568...\$1.00

New Low Price
Mazda Outdoor Set

Weatherproof. Seven 110-volt Mazda bulbs burn independently. Base plug, extension plug for more sets. Shipping wt., 1 lb. 6 oz.

49 V 6556...\$1.19

Big Value. As above, but seven 110-volt imported bulbs. Shipping wt., 1 lb. 6 oz.

49 V 6558...79c

9-Light Series Sets
For 32 or 120-Volt

If you prefer a 9-light series set to the usual standard 8 bright light series set. Nine 15-volt Mazda Bulbs on quality cord. Extension plug. Shipping weight, 11 oz.

For 110-120-Volt 49 V 6520.....69c

For 32-36-Volt Nine 4-Volt Bulbs 49 V 6521.....69c

8 Cartoon Faces
Loop Series Set 69c

Eight 15-volt imported bulbs. A quality outfit with loop style American made cord. Add-on plug. Kiddies have heaps of fun hunting for Dick Tracy, Kayo, Andy Gump, etc. and then finding them all lit up in different colors on the tree. Shpg. wt., 12 oz.

49 V 6533.....69c

Mazda Lamps

3 STYLES. It's easy to buy the correct bulbs for replacement.

15-Volt Mazda Bulbs for Series Sets
Series sets have 8, 15-volt bulbs, making unit of 110 to 120 volts. Comparable sets to 49V6567, 49V6585, 49V6555.

Cat. No. Colors Shpg. Wt.

49 V 6588—3 Assorted... 6 oz. 14c

49 V 6591—10 Assorted... 11 oz. 43c

49 V 6587—10 All Blue... 11 oz. 43c

Imported 15-Volt Bulbs for Series Sets

49 V 6589—8 bulbs. Shpg. wt., 6 oz. 10c

110 to 120-Volt Mazdas for Indoor Sets

Fits Candelabra size base. Bulbs burn independently. Use with comparable sets to Cat. Nos. 49V6563, 49V6568.

Cat. No. Colors Shpg. Wt.

49 V 6579—3 Assorted... 5 oz. 29c

49 V 6566—10 Assorted... 12 oz. 89c

49 V 6575—10 All Blue... 12 oz. 93c

110 to 120-Volt Mazda Lamps for Outdoor Sets—Intermediate Base—Inside Colored

Weatherproof bulbs. Use with comparable sets to Cat. Nos. 49V6561, 49V6564, 49V6556.

Cat. No. Colors Shpg. Wt.

49 V 6595—3 Assorted... 5 oz. 29c

49 V 6597—10 Assorted... 12 oz. 93c

49 V 6594—10 All Blue... 12 oz. 93c

110 to 120-Volt Imported Outdoor Bulbs

49 V 6543—Shpg. wt., 5 oz. 3 for...12c



Cartoon Bulbs

15 volts. For series wired sets. Imported. Betty Boop, Orphan Annie, Dick Tracy, Moon Mullins, Kayo and 3 others.

Shpg. wt., 12 oz.

49 V 6592 8 Bulb 39c

Tree Star Set

Beautiful 9½-in. silvery reflector tree star. 15 heavy cardboard, 3½-in. reflectors, metallic finish, paper covered. Bulb not included. Shipping weight, 7 oz.

49 V 6603 Complete... 29c

8 Reflectors

(A) New! Sparkling silvery Kristolite metal. Colorful designs. About 2½-in. diameter. Bulb not included. Shpg. wt., 8 oz.

49 V 6513... 20c

7-In. Tree Top

(C) Beautiful, 5-point, red tinfoil star with three flowing 3-foot blinker garlands. Shipping weight, 5 oz.

49 V 6502... 21c

3½-In. Tree Top

(B) Pig Tail star tree top fits in any socket of 110-volt series set. Shpg. wt., 3 oz.

49 V 6512... 21c

(D) Extension Cords

Listed by fire Underwriters. Shpg. wt., 14 oz. 12-Ft. Indoor 49 V 6516... 25c

25-Ft. Outdoor 49 V 6517—Weatherproof. Shipping weight, 14 oz. 49c



New! 9-Piece Room, Window and Auto Decorations

More impressive than any other decoration combination we have ever seen. A **39c** 6-inch bell covered with thick, closely woven red fiber roping with silver and green color trimmings. A 5-point, 3 1/4-inch star. 3 1/4-in. diameter window wreath beautifully decorated. Two 9-ft. red and green roping garlands with silvery bells and stars and four, 4-inch diameter auto wreaths. All covered with red heavy fiber roping. The biggest value combination ever offered anywhere. If pieces are bought individually they would cost nearly twice this price. Imported. Shipping weight, 1 pound.

49 V 6201—Complete.....39c



15-Piece Red and Green Room Decoration Set

Most popular set for years. Four 10-foot garlands about 4 1/4 inches square; 13-inch bell; eight, 5-inch bells. Honey-comb close mesh tissue paper. Two 11 1/2-inch window wreaths with bell. A big value for little money. Shipping weight, 14 ounces.

49 V 6220—Complete.....39c



23-In. Hanging Decoration

Honeycomb tissue paper wreath, 19 inches in diameter. Beautiful, rich red and green Christmas colors. Folds flat. One 9-inch diameter and four 4-inch diameter tissue bells, which also fold flat. Ideal Christmas decoration. Shpg. wt., 5 oz.

49 V 6213.....25c

Popular Merry Christmas Bells

Decorate your home with red, close mesh honeycomb tissue paper bells. Merry Christmas band printed on cardboard. Shpg. wt., 7 oz.

12 Bells, 5 1/4 in. High

49 V 6210.....19c

6 Bells, 9 1/2 in. High

49 V 6211.....19c

Cheer-O-Lites



Old Fashion Cheer With Newest Decorations

12-Inch Lighted Holly

New! American made, non-shedding De Luxe wreath of closely woven, gathered imitation holly leaves, with silver color mistletoe berries. Glazed green flowered ornaments. Red drip candle is sprayed with silver color. Mazda 120-volt C-7 1/2 lamp, 4 1/2 feet of cord, 2-way connection plug. Shipping weight, 1 pound.

49 V 6229.....89c

Double Faced Wreath

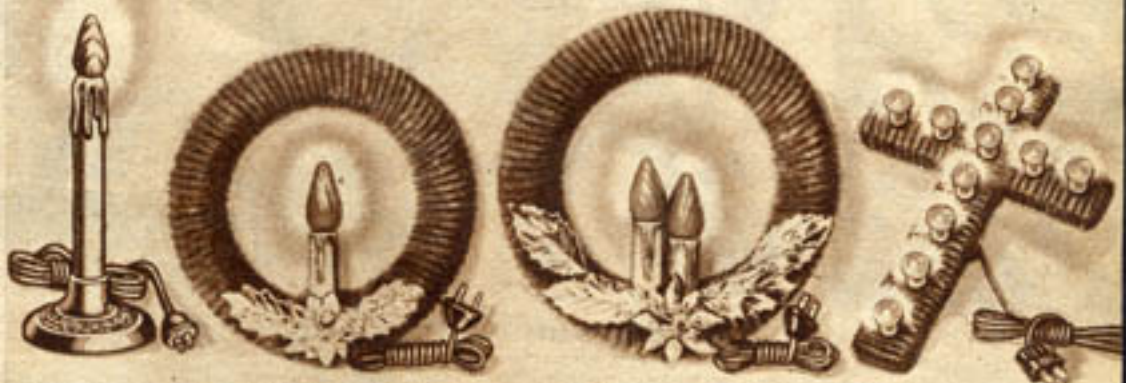
New and the most beautiful ever! First 2 sided electric wreath to light both room and window. Light gleams through transparent holly and poinsettia designs. Solid metal frame, silvery spangled sprayed surfaces. 10-in. diam. and 1 1/4 in. deep. Lead wire, add-on plug and 110-120-volt Mazda lamp. Shipping weight, 1 pound 8 ounces.

49 V 6240.....\$1.79

10-In. De Luxe Tree

Electric. New and so beautiful! Glittering silvery crystal surface on metal Christmas symbol perforations throw forth gleams of colored rays. Use on tables, radio, mantelpiece, buffet, any place. 6 1/4-in. diameter. For 110-120-volt A.C. or D.C. Shipping weight, 2 pounds 6 ounces.

49 V 6523.....\$1.59



Electric Candle

For window or table. Height including bulb about 11 in. Use on any 110 to 120-volt current. Red and Green. Imitation candle drips. Shpg. wt., 1 lb. 5 oz.

49 V 6581. 29c

8 1/4-Inch Electric Wreath

Silk chenille wound tightly on frame. Has drip effect candle. 110 to 120-volt current imported bulb. Metallic leaf spray in center. Rubber covered cord. Shipping weight, 8 ounces.

49 V 6214. 29c

10-In. 2-Candle Wreath

Electric, drip effect candles. Quality Chenille. Large Christmas poinsettia and leaf sprays in center. Rubber covered cord with plug for 110 to 120-volt A.C. or D.C. Shpg. wt., 1 lb. 6 oz.

49 V 6218. 49c

11-Light Electric Cross

\$1.50 value. Red silk chenille over sturdy frame. 11 bell shaped Mazda lamps set in; beautiful lighted effect. For windows, doors. Rayon covered cord. Extension plug. For 110-120 volt A.C. or D.C. Shpg. wt., 1 lb.

49 V 6230... 98c



16-Inch Magnolia Wreath

Usually \$1.50. Remember your beloved ones this Christmas. A beautiful thought with this truly beautiful wreath, 1 large and 2 small poinsettias with green and silver color cypress spray. Ruscus and holly berries. Complete with easel stand for cemetery use. Shipping wt., 3 lbs.

79 V 6250.....98c

18-Inch Christmas Wreath

Regular \$2.00 Value. Oak leaf and ruscus background beautifully tinted in rich silver and red color bronzes. Complete with easel stand for cemetery use. Full center has 1 large, 2 smaller poinsettias, beautifully bronzed tinted ruscus and thistles. 2 large cypress sprays, green and silver color. Shipping weight, 4 lbs.

79 V 6251.....\$1.49



21 Inches High

\$1.00 Value Poinsettia Plants bring Christmas spirit. Realistic 2 large and 1 smaller artificial poinsettias, green leaves, Stem of holly with red berries. Shipping weight, 2 lbs.

79 V 6235....79c



180 Ft. 1 1/4-In. Roping

We pay more to get this full round, fluffy fiber, machine-made roping but it's the best quality known for thickness, texture, color. Fine for room decorations. 180-ft. bundle. Imported. Shpg. wt., 1 lb. 2 oz.

49 V 6205—Bright Red. 20c
49 V 6206—Bright Green. 20c
49 V 6207—New Blue. 20c

NEW AMERICAN-MADE UNBREAKABLE ORNAMENTS



At Last! Glittering Beauty

... Combined With Durability

29c New, light weight, al-
most unbreakable! New **59c**
process pulp balls, bells,
cones, etc. Many with fancy decorations. Cover-
ed with particles of glass tinsel. Colorful.

12 Beauties!
—Cute Houses
Average, 2 in.
For the usual
size tree. Shpg.
wt., 10 oz.
49 V 6615... 29c

12 Popular Size!
—Popeye Face
Average size, 3 in. Many
shapes. 2 cute Scotties,
and a clown, too. Ship-
ping weight, 1 pound.
49 V 6616... 59c



12 Jumbo Size

Hand Painted

Sizes from 2½
in. to 3½ in. 6 **69c**
open face expen-
sive reflectors. Beautiful
colored centers. Alive with
sparkle and reflection—hand
painted, oblong and round
glass balls. Every ornament
a beauty by itself. Wide vari-
ety. Made in Germany.
Shipping weight, 1 pound.

49 V 6612—Box of 12. 69c

12 New Shapes

For Kiddies' Joy

Average Size, 4 in. **59c**
Big value. Beautiful
glass ornaments.
2 lighthouses, a roly poly, 2
very rare double reflectors, (ex-
pensive to make), a snow man
and many others. If you want
something really different, try
these. All hand decorated.
Made in Germany. Shipping
weight, 1 pound.

49 V 6611—Box of 12... 59c

12 Large Size

2 Polka Dot Balls

Average size, **49c**
2½ inches. 2
brand new col-
orful polka dot balls, 5
rich open face reflectors, 4
big oblongs with unique
decorations. You'll be
pleased with these hand
painted, blown glass tree
ornaments. Made in Ger-
many. Shipping wt., 10 oz.

49 V 6610—Box of 12. 49c



6 Bright Birds

"Pretty" up your
tree. Hand color-
ed, blown glass.
Pretty, spun glass
tails. Spring clip.
Av. size, 5 in.; Ger-
man made. Shpg.
wt., 8 oz.
49 V 6643... **29c**



12 All-Blue Balls

All blue trimmed trees
are becoming more popu-
lar every year. Beautiful
rich blue; shiny glass,
about 1½-in. diam. Gives
dazzling color reflection.
Made in Germany. Ship-
ping weight, 8 oz.
49 V 6608—12 for **27c**



17 Unbreakable Blinkers

Sears de luxe. More
beautiful and popular than
ever. Mirror-like sparkle of
lights and shadows... giving fairy land
atmosphere. 6-leaf, colorful blinkers
formed by layers of foil sewed in center.
Fasten on tree, windows, doors. Stars,
balls, bells, butterfly, etc. 2 to 4½ in.
in diam. A 10-ft. chain of single
foil discs. Shipping weight, 2 oz.
49 V 6527—17 Blinkers... **29c**



36 Icicles

5½ inches
long. Silver
plated, giving a
mirror-like fin-
ish. 36 brilliant,
sparkles of light
and shadows.
Shipping weight,
7 ounces.
49 V 6503 **27c**
36 Icicles



16 Metal Icicles

"Diamond Ray"
brand, give jew-
elled effect. One
side bright colors,
other, silver color.
Look like strings of
beads, 5¼ in. long.
Shipping wt., 3 oz.
Box of 16 **10c**
49 V 6515...
2 boxes for... **19c**



TINSEL GARLANDS SILVER PLATED

BARGAIN PRICED!
Brighten your tree with
Sears De Luxe rich, full
Garlands made to our own
specifications. Laborato-
ry tests the quality so
you get only the best.
Silver plated over copper.
We specify extra weight of
tinsel per foot for our thick
pile De Luxe quality, which
makes extra sparkle. No
tree is complete without
these fiery, twinkling, gar-
lands that reflect the faint-
est light rays. At Sears
low prices, buy a fresh sup-
ply. Shipping weight, 6 oz.

49 V 6574
½-in. Tinsel
45-ft. . . **21c**
49 V 6580
¾-in. Tinsel
30-ft. . . **21c**
49 V 6583
1-in. Tinsel
24-ft. . . **21c**
49 V 6584
1½-in. Tinsel
18-ft. . . **21c**



Famous Religious Sets of 12 Composition Figures

Best quality the world over.
Used in churches, schools, houses,
etc. Christ Child in crib, Mary,
Joseph, Three Wise Men, Shepherd, And up
animals. Largest set illustrated. Smaller
sets vary in position of figures and details.
Imitation grass. Made in Germany.

Cat. No.	Tallest Fig.	Shpg. Wt.	Price
49 V 6675	4½ in.	1 lb. 10 oz.	\$0.98
49 V 6676	5½ in.	2 lbs. 2 oz.	1.98
79 V 6677	6½ in.	4 lbs.	2.98
79 V 6678	8½ in.	6 lbs.	4.98



15-Pc. Composition Religious Crib Set

Colored com-
position Crib
Set depicting
Nativity Scene. Mary and
Joseph beside Christ
Child in crib. 3 Wise
Kings, 2 Angels, 2 Shep-
herds watch adoring. 2
lambs, 1 cow and 1 don-
key with stable 7¼x5¼x
3 inches deep. Largest
figure 3½ in. tall. Im-
ported. Shpg. wt., 1 lb 10 oz.
49 V 6674... **89c**



48 3½-Inch Candles

Odorless, al-
most dripless.
Assorted colors.
Shpg. wt., 1 lb.
49 V 6599... **19c**
12 Holders
(See insert) Ball
socket. Just clip to
branch, adjust.
Made in Germany.
Shpg. wt., 5 oz.
49 V 6537... **23c**



22-Piece Outfit

A Real Bargain!

Average size, 1 1/4 in. in diameter. 21 hand painted glass ornaments and a 6-inch reflector tree top. 5 rich, sparkling reflectors with multi-color effect centers; balls, fancy acorns, grape clusters, etc. Lustrous reds, yellows, deep rich blues and other colors. Made in Germany. Shipping weight, 1 lb. 2 oz.

49c

22 Ornaments
49 V 6641.....49c

12 Beauties

Popular Size

Average 1 1/4 in. 4 fiery luster glass reflectors, six hand painted ornaments; also two 2-inch oblongs for the bigger gaps. Made in Germany. Shipping weight, 8 ounces.

39c

Box of 12
49 V 6609.39c

12 Winners

For Small Tree

Average 1 1/2 in. A bargain. Bright colors. 4 reflectors. 2 berries, a new striped polka dot ball, 2 clusters and others. Hand painted glass. Made in Germany. Shipping weight, 4 ounces.

25c

Box of 12
49 V 6607.25c

Santa Claus Outfit

Cotton Flannel...

NOT Just Cambric

Nothing makes the little folks happier on Christmas Day than to see jolly Santa himself. Stiff waxed cloth mask with white wool-like beard, tufts, and eyebrows; 2-piece red cotton flannel suit, (not just cambric) and shiny black patent leather puttees. Fits average size person. Shipping weight, 2 pounds 10 ounces.

\$2.98

Santa Claus

Cloth Mask

Big Value!

Make this Christmas the happiest. Waxed mask with expression like jolly old Santa's. White, wool-like beard, tufts, eye-brows. Red cotton duvetyn hood. Shpg. wt., 8 oz.

49 V 6507

Each....49c



CHRISTMAS TREES

Finest Quality!
American Made

Artificial, Yet Life-like, Will Last a Lifetime. Do Not Shed Needles. Folds Up Easily to Put Away.

23c

21-in.

American made trees are more in demand today than ever before. They look more natural and life-like than imported trees, yet they cost very little more.... Always look fresh... Natural green color, full round branches, red berry tip.... Decorated wood tree holder on large sizes, plain holder on first 2 sizes. Always present balanced appearance. No more large empty spaces or lopsided trees to worry about. Trimmings not included.



Catalog Number	Height	Largest Width	Branches Large-Side	Shpg. Wt.	Price Each
49 V 6681	21-in.	12-in.	18	13 oz.	\$0.23
49 V 6682	30-in.	16-in.	25	1 lb. 2 oz.	.42
79 V 6683	41-in.	20-in.	36	2 lbs.	.79
79 V 6684	54-in.	24-in.	48	4 lbs.	1.39
79 V 6685	66-in.	28-in.	62	6 lbs.	2.69
79 V 6686	72-in.	36-in.	75	7 lbs.	3.89



Sears Fireproof Tin Foil Icicles

Colored or Silvery Extra Long Strands

Beautiful wavy effect heightens the glimmer and helps create cheerful, Christmasy feeling. Sears Laboratory tests these to assure rich, lustrous icicles. At Sears low price you can afford several boxes. 3 ounces of icicles on card to prevent tangling. Colorful box. Shipping weight, box, 5 ounces; 3 boxes, 14 ounces.

Assorted Colors

49 V 6508—Box. 10c

3 Boxes for.....27c

Silver Color

49 V 6509—Box. 8c

3 Boxes for.....22c

New! Unbreakable

12 Foil Ornaments

Brand New! Highest gloss, color and luster in these blinkerfoil ornaments. Sizes from 5/8 to 2 1/4 in. 2 cornucopias you can fill with candy. Shipping weight, 10 oz.

Box of 12

49 V 6620.....39c



14 Inches High White Table Tree

Tree and 9 Ornaments

Rich, silvery white branches on this artificial tree. 6-in. reflector tree top. 8 ornaments about 1 1/4 in., all rich blue. Pretty designs. Made in Germany. Shipping weight, 1 pound 8 ounces.

49 V 6644—Complete..49c



8-House Christmas Village

Snow effect roofs. Fill with candy or insert tree light bulbs. Place on branches or under tree. They also make colorful scenery for your toy train. Average size, 4 1/2 x 3 1/4 x 3 in. Imported. Shipping weight, 2 pounds.

49 V 6638—Complete.....59c



250 Hangers

Easy way to attach ornaments. Nickel plated wire. 2 boxes, 125 hangers each. Shipping weight, 8 ounces.

250 Hangers

49 V 6544..10c

Electric Tree Stand

Use a Lifetime

\$3.50 Value. 8, 15-volt electric Mazda bulbs included.

\$2.79

Richest looking, best made stand we can find. Noma quality. 18-in. diam. Colored steel. Adjustable for small or large trees. 2-qt. water well in center with Christmas scene. Outlet for tree lights, etc. Shipping wt., 6 lbs.

79 V 6596.....\$2.79



Tree Stands—Water Pan

New Design! 2 Sizes

All steel, green enamel. Thumb screws hold trees straight.

49 V 6545—For trunks up to 3 1/2 in. diam. Shpg. wt., 4 lbs. 2 oz. .89c

49 V 6542—For trunks up to 2 1/4 in. diam. Shpg. wt., 1 lb. 12 oz. (Not shown) .49c

SAVE 1/3



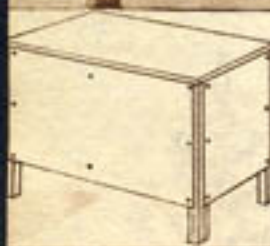
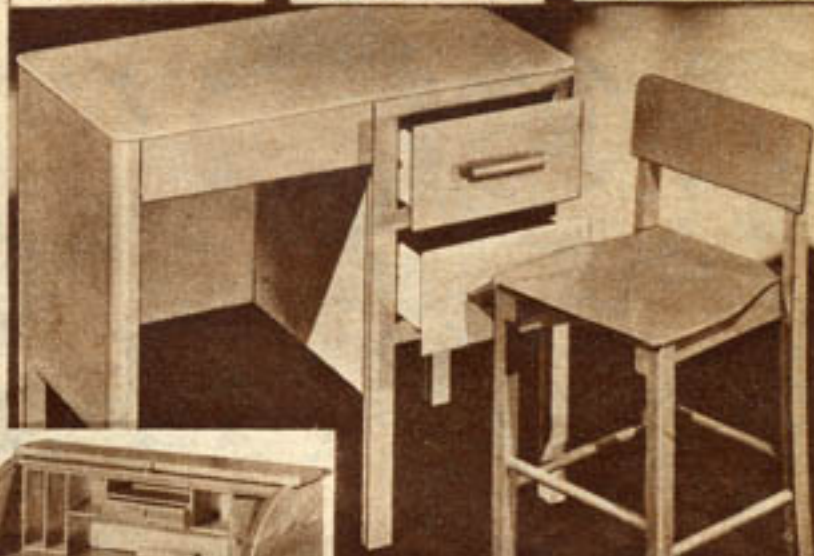
RELEASE CATCH



SHELF PULLS OUT



READY TO TYPE



ENCLOSED BACK



HOLDS 3 MEN

Big as Former \$5 Desks Expensive at Any Place but Sears

Thousands sold last year for the first time below \$5.00. Thousands will be sold this year. A desk that will bring joy to the heart of any young boy or girl. Top and panels of strong, lasting rich-looking pressed-board—stout enough to hold 3 men. Has two drawers that open. Finished in tan with brown trim. Just the desk for school work, reading, letter writing. 27 1/4 x 15-in. desk surface—24 in. high. Stout wood legs, drawers, sides and handle. Inside drawer measurements, 11 1/2 x 8 1/2 in. Sent taken apart to save shipping charges. Easily set up. Book, pad, pencil and chair not included. Shipping weight, 19 pounds.

79 V 8596—Desk Only \$1.98

Chair Only to Match Above Desk

Seat size, 13 1/2 x 11 1/4 in. and 16 in. above floor, overall height 24 in.

79 V 8594—Shpg. wt., 6 lbs. 4 oz. 98c

\$1.98
Desk Only



Just Like Dad's Roll Top Desk

Hardwood, oak finish. 37 1/2 in. high; writing top, 30 x 18 in. Extension board, grooved pen and pencil holder. Adjustable swivel arm chair. Not mailable. Shipping weight, 77 pounds.

79 VM 8573—Desk and Chair... \$14.98

Desk—33 Inches High

Writing top, 22 x 15 in. 2 drawers. No board or pen holder. Straight back chair, 28 1/4 in. high. Not mailable. Shpg. wt., 42 lbs.

79 VM 8571—Desk and Chair... \$7.98

Brand New 2-in-1 Desk Typewriter Desk or Plain Top

Disappearing typewriter arrangement just like stenographers have! Show your friends how quickly you can convert this desk from a plain top students' desk into a regular typewriter desk. 26 in. high. Two drawers. Same construction as 79 V 8596 at left, but has new mechanism... release catch, pull up typewriter shelf, which unfolds and rests flat on top of desk (see photos above). When through typing, pull shelf back and it will fold out of sight under desk where it automatically catches hold. Bolts furnished for fastening typewriter (not included—see below). Shipping weight, 22 lbs.

79 V 8595—Desk Only... \$2.98

Only Typewriter to Fit This Desk

49 V 3884—See next page. Shipping weight, 4 lbs. 98c

Chair Only—Ht. Overall, 24 in.

Seat 13 1/2 x 11 1/4 in. 15 in. above floor. 79 V 8594—Shpg. wt., 6 lbs. 4 oz. 98c



OPEN BACK

57-Pc. Stock Farm Easy to Set Up Regular \$1.00 Value

Worlds of fun for the kiddies to set up this attractively colored wood pulp board Stock Farm outfit. Complete with 24 1/2-inch red barn, 24 animals, some thoroughbred stock, colored on both sides. Pump house, tool shed, hog house and chicken house; realistic 15-inch silo, brick and stone effect; auto and garage; 13 1/2-inch windmill; ventilators and weather vane on barn; horses and wagon and numerous familiar farm implements; 10 pieces of fence. 49 V 2131—Shpg. wt., 3 lbs. 6 oz. 59c

Save 1/4 on Jecta-Scope

\$2.00 size! Learn to draw easily or have still pictures on wall by side adjustment as illustrated. This will delight Dad and Mom, too... they're always interested in seeing your pictures. Insert any picture or photograph into the Jecta-Scope, flash on the lights. There in true colors and sharp details, is a perfect picture of what you want to copy. Adjustable, shows actual size, reduction or enlargement. Trace with pencil, brush or crayon. 21 in. high extended. 1 1/2-in. lens, 10-in. steel base. Use 75-watt bulb and extension cord with plug not included. Shipping weight, 2 lbs. 12 oz.

49 V 3806..... \$1.59

26-Pc. Print Set

How the kiddies will enjoy this Big Value! Ten rubber stamps, each a life-like miniature of some familiar animal. Stamps on wood blocks with detachable handle. 10 sheets paper, ink pad, 4 colored crayons, scissors. Shipping weight, 14 ounces.

49 V 3854—26 Pc's. 25c

Sears Big-Value Paints

DeLuxe. 15 tubes, 34 cakes water colors. 6-in. ruler. 2 brushes. Metal box, white inside, 9 1/2 x 6 1/4 in. 49 V 3882—Shpg. wt., 1 lb. 89c

Low Price. 50 cakes water colors. 2 brushes, ruler. Box, 9 3/4 x 6 3/4 in., white inside. Both made in Germany. 49 V 3881—Shpg. wt., 1 lb. 49c



PROJECTS ON WALL





Famous Marx Low Priced Typewriter You Can Actually Write Real Letters

One of the most entertaining and practical toys ever devised for children's use. Thousands of youngsters have made school days easier by practicing on this unique machine. It actually types legible letters on full size office letter paper. Real educational value! Self-inking. Type securely fastened to dial, cannot drop off. Dial has 40 hardened steel characters, including alphabet, numerals, punctuation marks. Carriage slides back and forth exactly like on big typewriters used by stenographers. Size, 11½x5¼x6 in. high. Lithographed metal. Extra-ink roll included. New bright colored dummy keyboard. Priced low so every youngster can own one. Shipping weight, 3 pounds 7 ounces.

98c

49 V 3884—Ever Popular Marx Typewriter.....98c
49 V 3898—3 Extra Ink Rolls. Shipping weight, 4 oz....10c

Think of It! Typewriter and 232 Pieces Typewriter Alone Worth \$2.00

The most popular, most complete combination secretary set ever offered. Every inch a typical Sears 4-Star Special. Just look what you get for so little money:

\$1.79

- De Luxe dial typewriter, bigger, more complete than typewriter at left, 11¼x10¼x8¼ inches, sturdy metal. Built up back, dummy key board looks like key board on regular typewriters. Simple, practical dial system. Space, shift key and 40 metal (not rubber) capital letters, including alphabet, punctuation marks, numerals. Sliding carriage—bell rings at end of each line. Extra ink roll. Shpg. wt. 4 lbs. 14 oz.
- 140 sheets of white paper, 8x5 in.
- 50 white letter size envelopes
- 4 sheets of carbon paper
- Rubber ink and pencil eraser
- 144-page ruled note book, 6x3½ in.
- Pencil with attached eraser
- Pad of 35 yellow second sheets
- Self inking and spacing.

49 V 3890—A Great 4-Star Special Value at.....\$1.79

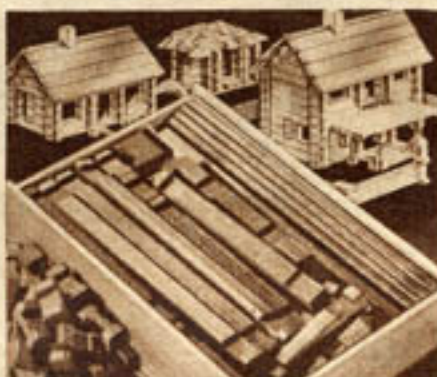


New Kiddikins Builder

Small children can put these wooden parts together and make interesting groups of comic figures. Parts finished in colors, red, yellow, blue, green and natural. Instructions for making 25 figures, animals. Shpg. wt., 1 lb.

89c

49 V 4789.....89c



New American Giant Logs

Build forts, cabins, etc. out of rough hewn building logs. Logs are 1 in. square; natural, harmless color em-bossed to give hewn appearance. Notched to fit accurately together.

\$2.98

85 Pcs.
55-Piece Log Set
79 V 3660—Shpg. wt., 8 lbs.\$2.98
323-Piece Log Set
79 V 3661—Shpg. wt., 13 lbs.\$4.49



New Professor Quiz Game

Over 500 brain twisters. New question and answer game for young and old prepared by Professor Quiz of radio fame. Each group of questions are varied enough to insure interest of every age or type of person. Game played exactly as done by the Professor, himself. Box 14x12 inches.

89c

49V3870—Shpg. wt., 1 lb. 14 oz....89c



46-Piece Slate Set

New slate with one side black, the other white. 12½x8¼-in. heavy wood frame. 2 slate pencils, 12 stencils, 6x4 in. in assorted colors, designs, felt eraser. 6 colored chalk and 6 wax crayons, 18 white chalk crayons. Shipping wt., 3 lbs.

49c

49 V 3821.....49c



TINKERTOY

America's Greatest Low Price Construction Toy
No limit to models you can build. Sets for building WIND drivers. Hand and motor driven models. Sanded, white birch pieces. Mailing containers. Instructions.

46c
67 Pcs.

Popular Size—82 Pieces
Red enameled spools, cardboard, blades, etc.
49 V 4760—Shpg. wt., 1 lb. 2 oz. 67c
Junior Set—67 Pieces
Plain spools for making more simple models.
49 V 4761—Shpg. wt., 15 oz....46c

Senior Set—179 Pieces
Ten thousand Wonder Builder.
49V4763—Shpg. wt., 2 lbs. 8 oz.\$1.59
Electric Motor Set
For making power driven models. Improved, self-starting, 60-cycle motor.
49V4765—Shpg. wt. 3 lbs. 12 oz.\$3.59

BUILD WITH RUBBER BRICKS

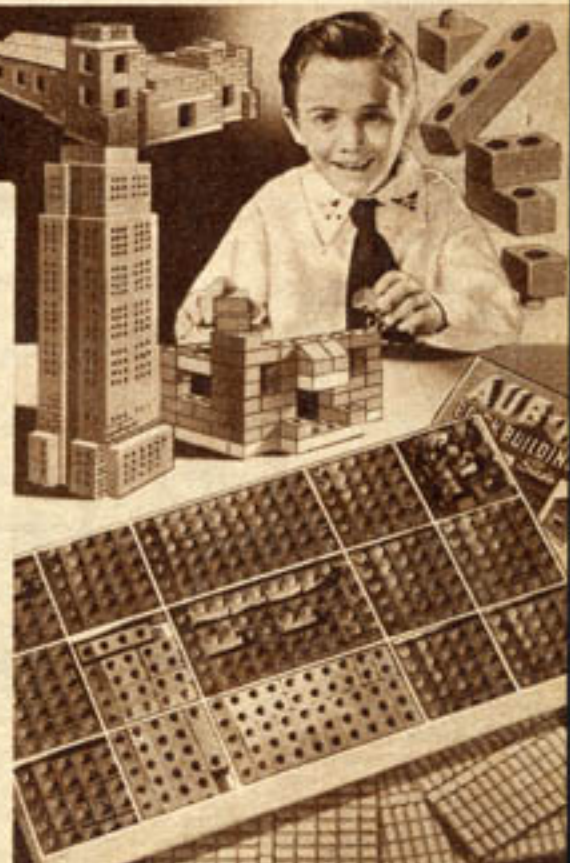
NEW! Building Blocks That Interlock

No wonder boys and girls are crazy about these new red rubber construction blocks. 149 Pcs. They look like real bricks, they won't topple over because they fit and lock together so accurately and compactly; they will build an unlimited number of different models, and anything built can be easily taken apart. And Mother and Dad will like them, too, because they are harmless—no sharp edges or hard surfaces to scratch or cut little hands. They don't break easily and last for a long time, and they are noiseless. Harried mothers will find these silent, clatter-free toys a delightful change.

89c

149-Piece Block Set
Brick blocks, foundation bricks, 2 cardboard roofs in two colors, and design book.
49 V 3620—Shpg. wt., 2 lbs. 10 oz. 89c

296-Piece Block Set
Brick blocks, foundation bricks, 3 cardboard roofs in two colors, and design book.
49 V 3621—Shpg. wt., 5 lbs..\$1.89



SAVE OVER 1/3

on Sears 3-in-1 Blackboard, Whiteboard and Desk Combinations

12-Chart Blackboard with Chair
Usual \$2.00 Value

95c

Folding Blackboard, Whiteboard, Desk and Chair all for this amazingly low price. You'll look far and wide and not find a value to match this easel-board because most stores get \$2 for similar quality. 12 charts printed on both sides of 6 cards. Frame sturdy pine, yellow stained, red trimmed. Size overall, 35x16 1/2 in. Black surface on one side for white chalk, white surface on the other for erasable, colored crayons. 2 colored wax crayons. 2 pieces of chalk and one eraser. Folding chair to match, 24 in. high, 10 1/2 in. wide with seat, 9x9 1/2 in. Shipping weight, 5 pounds.

79 V 3802.....95c

Best Blackboard You Can Buy
Regular \$6.50 Value

\$4.98

A 3-in-1, extra large, solid oak frame, reversible blackboard with real slate black surface on one side and a white board on the other, an easel desk and 35 fascinating charts... 5 in beautiful colors, 30 in black and white, covering a variety of subjects of interest to children. Measures 44 1/2 in. high, 20 1/2 in. wide. Natural finish. Writing surface, 16x15 1/2 in., black on one side, for white chalk; white on the other for erasable, colored crayons. 6 pieces of white chalk, 6 assorted colored wax crayons. One regular school eraser. Folds up into a small space. Shipping weight, 14 pounds.

79 V 3815.....\$4.98

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**OTHER
SIDE IS
WHITE**

WHITEBOARD

AS A DESK

**WHITE
BOARD
ON OTHER
SIDE**

AS A DESK

WHITEBOARD

**THIS SIDE BLACK
—OTHER
SIDE
WHITE**

WHITEBOARD

AS A DESK

**Solid Oak, Folding, 3-in-1, Reversible
Blackboard, Whiteboard and Desk**

Actually priced lower than the old style boards —yet has reversible writing surfaces, and the most interesting charts you ever saw. After you have written on the black surface with white chalk, simply flip it over and you have a white board on which to use the special, erasable, colored wax crayons. Let down the blackboard frame and you have an easel writing desk. Frame solid oak with red trim. White chalk, wax crayons and felt eraser included. 2 Sizes.

18-Chart Size—\$5 Value
Measures 44 1/2 x 22 1/4 in. 3 pcs. chalk, 4 crayons. Shpg. wt., 10 lbs.
79 V 3813...\$2.79

6-Chart Size—\$3 Value
Measures 41 x 19 1/2 in. 2 pcs. chalk, 2 waxed crayons. (Not shown.) Shpg. wt., 8 lbs.
79 V 3812.....\$1.79



34-Pc. Doll Sewing Set

6 1/2-inch china doll, jointed arms, painted features, ribbon bow and bathing suit. Plaid dress, sweater, play suit, sports jacket, romper, 4 print dresses, clothes pins and line, buttons, embroidery hoop, 6 skeins floss, scissors, thimble, needles. Shipping weight, 2 lbs. 2 oz.

49 V 3843—34-Pc. Set. 49c



New Tinker Sand Picture Set

Paint with sand. Cover outline with glue then cover with colored sands. Sand sticks to glue. Shake off surplus—your picture is completed. Glue, brush, instructions. 49 V 3876—10 Picture Cards, 6 1/4 x 4 1/4 in. 3 boxes colored sand. Shipping weight, 14 ounces... 43c
49 V 3877—12 Picture Cards, 8 1/4 x 6 1/4 in. 6 boxes colored sand. Shipping weight, 2 lbs. 8 oz... 89c

43c

And Up



4-in-1 Tra-C-Rase

Draw on white board, with colored erasable crayons. Write with chalk on black side. Color 4 outline pictures. Use Magic Transfer Window for tracing pictures for transferring. Wood framed non-warping drawing board, 23 1/4 x 13 1/4 in. Complete with 3 pieces of chalk, 8 crayons, instructions. Shipping weight, 3 pounds 11 ounces.

49 V 3841—\$1.00 size... 89c

89c



Clay Modeling Set

Modeling board. Mould 3 3/4 x 2 3/4 in. for camel, cow, dog, turtle and frog. Strips of clay in assorted colors, 8 1/4 in. long, 1 in. wide. Easy to press out objects. Clean, odorless, harmless clay, never hardens.

49 V 3752—Shpg. wt., 1 lb. 8 oz... 25c

Same but with six 1 1/2 x 1 1/2-inch wood blocks to make impressions of boats, etc.

49 V 3753—Shpg. wt., 2 lbs. 4 oz... 45c

25c

HOBBIES



Save on CHEMCRAFT Sets

Astonish your friends by making invisible ink, wine out of water, frosted glass. Satisfy that inner craving to earn chemistry. A set for every pocketbook.

\$5.00 Outfit

Over 575 experiments, 4 manuals, 64 chemicals, apparatus; 15½-in. wood test tube rack, blow torch, etc. Wood box, 19¼x12¼x12 in. deep. Shpg. wt., 6 lbs. **79 V 4734...\$4.48**

\$25.00 Outfit

Over 300 experiments in 3 manuals, 38 chemicals, apparatus; 11½-in. wood test tube rack, etc. Hinged cardboard box, 20x12x1½ in. deep. Shipping weight, 3 pounds. **79 V 4733...\$2.29**

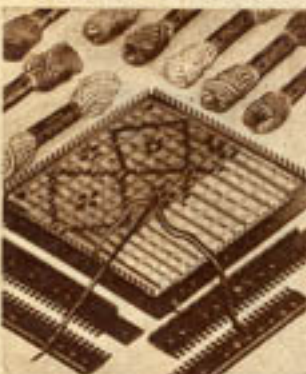
\$10.00 Chemcraft Set

Electro-Chemistry, Chemical Magic, 101 chemicals and apparatus including removable test tube racks, mortar and pestle, alcohol lamp, blow torch, gas generator, etc. Manual of 639 experiments. Wood cabinet 21x11¼x4 in. **79 V 4742—Shipping weight, 10 pounds...\$8.98**



Be a Printer! Sears Deluxe Outfit

Low priced for good printing press. Ruggedly constructed. Uses standard metal type. Large assortment of type, ink, screw driver, tweezers, instructions. Size of press, 12x7x6 inches. **49 V 4756—Shipping wt., 8 lbs. 10 oz...\$4.59**



It's Easy to Learn to Weave

89c This loom set will quickly help you to weave purses, shawls, ties, rugs, etc. Consists of 7-inch square adjustable loom with 4 extension bars, needle and two skeins each of 4 different colored yarns. Complete instructions will show you how. Lots of fun—practical, too. Shipping weight, 2 pounds 6 ounces. **49 V 3860...89c**



Make Your Own Charm Jewelry

89c Charm bracelets, necklace pendants or other jewelry pieces. Can be strung in no time. Take some of the glass beads and follow the designs. Set includes 3 packages of glass and stone beads, 6 imitation ivory charms, 2 clasps, needles and thread. Samples, designs to follow are printed on box. Shpg. wt., 1 lb. 6 oz. **49 V 4709...89c**

"Hello... Isn't This Phone Great"
Gives 2-Way Service for Distance Up to 100 Feet!

"Tel-a-fone" Your Pals

You had to pay \$3.00 for a real telephone set until we introduced this set last year. Portable steel phones, 7½ in. tall. Talk from room to room, or Mother and Dad can use it from house to garage or barn. Buzzer coil for signalling other party, operated by switch which opens or cuts off line. Requires bell wire twice as long as talking distance, also 4 flashlight batteries. No wire, batteries, included. See below.
49 V 4750—2 Phones only. Shpg. wt., 2 lbs...98c
20 V 6918—About 70 ft. Bell Wire. For 35-ft. distance. Shpg. wt., 12 oz. ½ lb. coil...20c
20 V 1401—Flashlight Battery. Shipping weight, 4 oz. Each...4c



98c



New Micro Science-Scope

Save 20%. Experiment with ordinary baking soda, peroxide, or some table salt. Enlarge insects, bits of cloth, etc. Simple to operate. Experiment booklet, slides, tweezers, etc. Use cord, plug, 100-watt frosted bulb (not included). For 110-120-volt. Ht., 22 in. overall. Shpg. wt., 2 lbs. 8 oz. **49 V 4740—\$3.00 Value...\$2.39**
\$1.50 Value. Similar. Ht., 17½ in. 49 V 4739—Shpg. wt., 1 lb. 8 oz...\$1.19

WALCO INDIAN BEADCRAFT



Cube Bead Craft

Decidedly new and different and very fascinating. It's a pleasant education to learn how to make practical colorful pictures, coasters, doilies and mats. Complete instructions, material. Shpg. wt., 1 lb. 4 oz. **49 V 4707...89c**



Indian Bead Craft

It's fun making your own Indian bead belt, watch fob, rings and other accessories. Instructions. Frame, thread, and designs to follow and hundreds of colored beads are included. Shpg. wt., 1 lb. 4 oz. **49 V 4706...89c**



Science Craft Microscope Sets

125-250 Power \$3.95 Set
Explore the secrets of invisible worlds. See the hair on a flea, the thousand eyes of a fly, etc. Master microscope extends to 10½ in. 8 glass slides, 2 color filters, 2 dissecting needles, tweezers, glass dropping rod, lens paper, slide labels, specimens. 16-page manual. **49 V 4737—Shipping weight, 3 lbs. 6 oz...\$3.39**
DeLux 75-550 Power Microscope and Biology Set
Expensive, precision built microscope, 11½ in. high, clips, adjustable mirror, tilting frame, 8 insect specimens, balsam, 6 stains, 4 color filters, 8 slide glasses, cover glasses, lens paper, 2 needles, brush, pipette, glass dropping rod. 32-page manual. **49 V 4744—Shipping weight, 4 pounds...\$6.59**



New Polaroid Set 150-Power Microscope

Polarizing of light brings natural colors to stems of plants, crystals, minerals, fibers, etc. (See B above). Ordinary microscopes do not reveal them. (See A above). Polaroid Jr., 150-power, tilting microscope, mirror, glass slides, specimens, etc. Manual. Cardboard cabinet, 10x8¼x2¼ in. Shipping wt., 1 lb. 12 oz. **49 V 4747—\$2 Size...\$1.79**



ERECTOR

"How to
Make 'Em"
Book With
Each Set



Big Savings

ERECTOR Sets for Future Engineers

Build a Locomotive, Trolley Repair Car, Portable Steam Plant, etc.

\$15.00 Super Automotive Set With 110-Volt Motor for \$11.98
Will make over 180 large action models; gear box, wheels, boiler, automotive parts for building trucks, fire engines, tow cars, cranes, derricks, trench diggers, automatic elevator.

79 V 4785—Shipping weight, 19 pounds.....

\$10.00 Electric Lifting Magnet Erector Set \$8.79
With 110-Volt Motor for

Builds over 160 large action models. Airplanes, derricks, etc. Beautifully enameled brass trimmed steel cabinet, carrying handle. Shpg. wt., 16 lbs.

79 V 4784—Size, 18 1/4 x 10 1/2 x 2 1/2 inches.....

\$7.50 110-Volt Electric Motor Erector Set \$6.79

Builds over 125 life-like models—locomotives, etc. No batteries or transformers needed. Brass trimmed steel cabinet, 17 1/4 inches long, 9 1/4 in. wide.

79 V 4783—Shpg. wt., 12 lbs.....

\$2.50 Big Girder Erector Set for \$1.98

Builds 75 realistic models. Long girders, red wheels. Colored box, 18x10x3 1/2 in.

49 V 4781—Shpg. wt., 4 lbs.....

\$5.00 Famous Battery Motor Erector Set \$3.98

Builds 100 real models. Motor operates on dry cells or transformer (not included). Reversible gear box. Lithographed display box, 18x10x2 1/2 in.

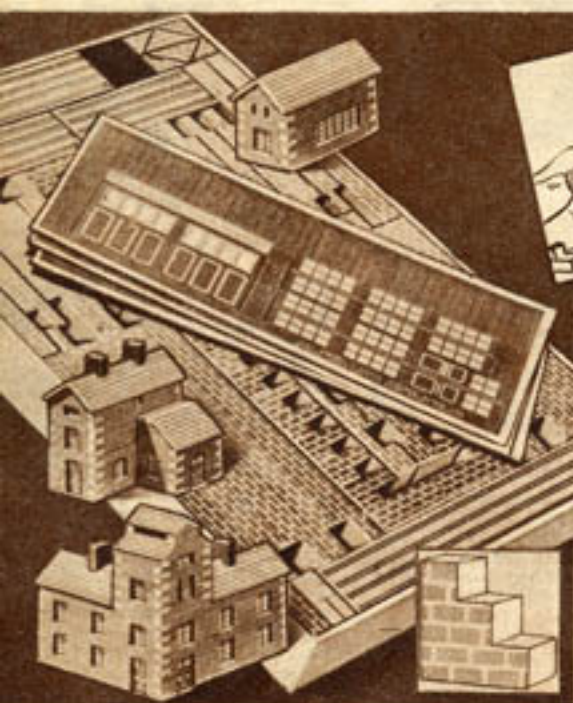
79 V 4780—Shpg. wt., 6 lbs.....

\$1.00 Beginners' Erector Set for 79c

Builds 50 models—cranes, etc. Pulleys, wheels, girders. Colored box, 11 1/2 in.

49 V 4786—Shpg. wt., 2 lbs.....

"LET'S MAKE SOMETHING"



New American Brick Blocks

43c

58-Pc. Set

Halsam bricks are the latest in wood building toys; Models will look like real brick buildings, too. Rigid, can be moved about. Brick design embossed on one side in red and yellow. Gable roof boards, chimneys, doors and windows. Instructions.

\$2.00 Set

233 Pcs.

Builds 50

models.

49 V 3652

Shpg. wt.,

5 lbs. 14 oz.

\$1.79

\$1.00 Set

118 Pcs.

Builds 25

models.

49 V 3651

Shpg. wt.,

3 lbs. 2 oz.

89c

50c Set

58 Pcs.

Builds 10

models.

49 V 3650

Shpg. wt.,

1 lb. 12 oz.

43c



Low Price on 13-Pc. Electric Wood Burning Set

Electric burning needle, 6 1/4 in. long, with bakelite handle and cork grip, and insulated cord with bakelite plug. (Listed by Underwriters' Laboratories). 12 outlined post cards made of piro fibre board, ready for mailing. Sandpaper.

49 V 4713—Shipping weight, 1 pound.....

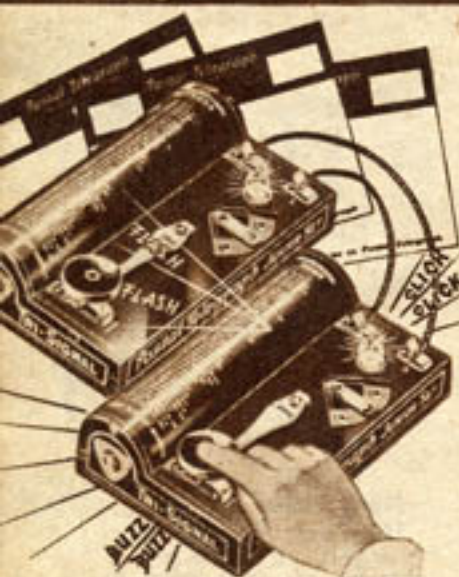
59c

12-Piece Post Card Set Ruled on One Side for Mailing

12 each, 6x3 1/2 in., piro fibreboard post cards all with designs on one side and post card markings on other.

49 V 4712—Shipping weight, 10 ounces.....

25c



3-in-1 Postal Telegraph Jr.

89c

3 ways to signal. Telegraph, wireless and blinker. Morse code printed on instruments. For 50 to 150 ft. Flashlight batteries and bell wire needed (not included). See 49V4750, Page 45. 2 1/2 volt bulbs. Telegraph blanks.

49V4741—Shpg. wt., 1 lb. 6 oz. **89c**



\$3.75 Value . . . New Low Price Listed by Underwriters

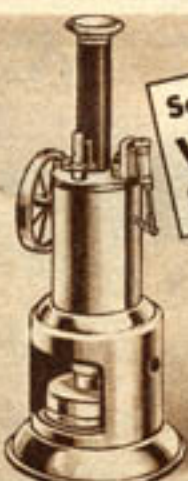
\$2.98

For 110-volt A.C. or D.C. Porcelain set heating unit. 6-ft. cord, plug. Black base; heavy steel "fire engine" red fire-box. Brass boiler. Nickel plated balance wheel, trimmings. Lever safety valve. Size, 9x5 1/4 x 4 1/4 in.

49 V 5318—Shpg. wt., 4 lbs. **\$2.98**

Similar (small picture) but alcohol burner. Asbestos wick burner. Safety valve. Built for Sears. Directions.

49 V 5307—Shpg. wt., 3 lbs. **\$2.79**

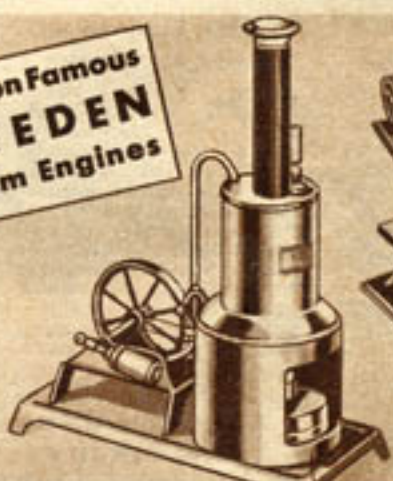


11-Inch Upright \$1.25 Value

25% larger boiler, almost 1/2 larger flywheel than usually offered at slightly lower prices. Complete with whistle, 2 1/2-in. nickel plated flywheel. Blued steel boiler; fire box on 4-in. base.

Shipping weight

1 lb. 5 oz. **49 V 5305 \$1.00**



Popular Horizontal Model

2 1/2-inch flywheel with pulley. Highly polished brass finish. Boiler gets up steam quickly then hear the whistle blow! Alcohol burning, steel fire box. Governor. Size, 10x8x4 inches.

Shipping weight,

1 lb. 15 oz. **49 V 5306 \$1.98**



3-Piece Machine Shop

Run the metal saw the stamp mill, or the 4-pulley shafting, from your Weeden engine or an electric motor. Like real machine shop . . . just as complete. Shafting, 6 1/2 x 3 1/2 x 2 1/2 inches, other pieces in proportion. Shpg. wt., 1 lb. 6 oz.

49 V 5380.... 79c



29 Pieces—Unusual Quality Tools

Usual \$7.50 Value

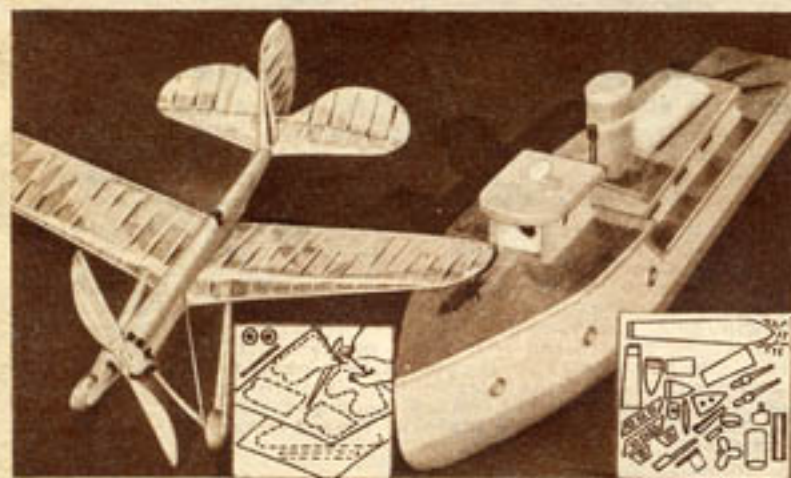
\$3.98

New, streamlined, round cornered, heavy steel, glossy red baked-on enamel chest, 19x6 1/2 x 6 1/2 in., alone is worth \$1.50. Handle, tray, two snaps, lock, key. Do a man's job with these—build bird houses, wagons, etc. . . . Big 19 1/2-inch tempered steel saw. Hammer, brace with chuck, 3 bits, 16-inch real spirit plumb and level, 6 1/2-inch block plane; scroll saw, 13 blades; pliers, chisel; 4-foot rule; 6-inch file, extra wood handle, 5-inch screw driver; glue, pencil, sandpaper, nails, 5-piece punch and cold chisel set; awl, try square, apron, plan book.

79 V 7206—Shipping weight, 15 pounds. . . . \$3.98



SAY 8 TO 12 YEAR OLDS



Build a "Flying Fool"

It's easy with this set. Use ordinary scissors to cut aluminum where it is stencilled; fit pieces together and you've a gleaming all aluminum plane. 17 1/2-inch wing spread, 13 inches long. Flies better than the assembled ones you pay \$1.00 for. Propelled by rubber bands. Complete instructions. Shipping weight, 1 pound.

49 V 4770 45c

Harbor Patrol Boat Set

Very easy to construct. All the wood parts cut out and shaped to make a slick looking 19-inch harbor patrol boat. It's easy to do because every part is cut, shaped and numbered. Also nails, glue and sandpaper and complete instructions. It'll be ready to launch in a jiffy. Shipping weight, 1 pound 14 ounces.

49 V 4772 89c

26-Piece Tool Kit

Big \$4.00 Value

And it's a big value even at **\$2.59**

value even at \$4.00. Chest, alone worth \$1.00, is made of heavy gauge metal, beautifully embossed and enameled bright red, size, 18x6x5 inches, has cadmium plated lock, snaps and handle. Set includes, 17-inch saw; hammer, 11 1/2-inch brace; bit, T-square, 6 1/2-inch block plane, chisel, 12-inch level; scroll saw, 5-pocket apron, try square; screw driver, miter box, ruler, mallet, triangle, pencil, scraper, compass foot; protractor, scroll design, sandpaper; sand block, glue, 16-page plan book. Everything you need . . . and look at the exceptionally low price! Shipping wt., 10 lbs.

79 V 7212 \$2.59



14-Piece Tool Kit

In a Strong Metal Chest

Well worth **\$1.00**

Dad will be borrowing tools from you now and then because this outfit has practically every tool necessary for all 'round work. Enameled blue chest, 18x6x3 3/4 in. high, cadmium plated grip handle and snap for closing. Set includes, 14-in. saw, 11 1/2-in. brace, 11-in. hammer, try square, wood ruler; 1/4-in. bit; compass foot; wood triangle, wood scraper, sandpaper, sand block, pencil with eraser and 16-page plan book. Chest alone worth 60c. Shipping weight, 5 pounds.

79 V 7211 \$1.00



Boy's Strong Work Bench

A Good \$1.50 Value!

The secret desire of every boy's heart is a real honest-to-goodness work bench where he can build things and tinker around. This fine bench has a sliding drawer for tools, a strong wood screw vise just like on a carpenter's bench—back rack for other tools and a built-in nail box. Use it for model building, brass tapping, repairing toys, a million and one jobs. Height over-all, 24 in. 18 3/4 in. wide. Work table, 18x10 in. and 22 1/2 in. from floor. Legs of nicely grooved lumber. Right front leg where vise is located is thicker. Shipping weight, 10 pounds.

79 V 7248 95c



Gilbert Electric Kaster Kit

Base, 13x11 1/4 x 6 1/4 in. Mould, 12 pigs of metal. Cast soldiers, animals, etc. Use home cord, plug (not incl.). Listed by Underwriters. For 110-volt.

49 V 4787 \$4.49

Shpg. wt., 11 lbs. . . .

Extra Moulds—Each 43c

Shpg. wt., each, 1 lb.

49 V 4774—Cavalry mould.

49 V 4775—Battleship mould.

49 V 4776—Machine Gunner mould.

48 Pigs of Metal

49 V 4777—Shpg. wt., 21 lbs. 69c



Brass Tapping Set

Every one can make artistic plaques to be used as table doilies, coasters, etc. with this Tap-away. Beautiful designs stenciled on 6 large, 4 smaller metal plaques, mounted on fiber board. Special spring tapper simplifies and speeds work. No mounting, tracing or hammering.

10 Plaques and Tapper

49 V 4759—Shpg. wt., 1 lb. 8 oz. . . . 89c

5 Plaques and Tapper

49 V 4758—Shpg. wt., 14 oz. . . . 43c

Order Your Gift Toys From Sears

SEARS ✓

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26 Guaranteed Tools

Save over 1/3! You can't blame any man or boy for REALLY liking a gift like this! Think of the years of fun it means! No toys—all sturdy, practical tools! 20x7 1/2 x 5 1/2-inch steel tool chest with black crystalline finish has handles, lift-out tray, and clips to hold saw and hammer. 6 1/2-inch block plane; 10-ounce hammer; 4-inch screwdriver; 16-inch hand saw; coping saw; 6-inch combination pliers; 1/4-inch hand drill; set of 5 straight shank drills (3/16 to 3/4 inch); 8-inch bit brace; 2 auger bits; package assorted nails; 1/2-inch wood chisel; 3/4-inch wood chisel; package assorted sandpaper; 16-inch plumb and level; 7-inch carpenter pencil; 7 1/2-inch try square; 6-foot folding rule; hack saw with blade; 10-inch cast tinner's snips. Any three initials on tool chest FREE. Print initials desired plainly.

99 V 3527—Shpg. wt., 18 lbs. \$4.98

FREE
ANY 3 INITIALS
ON CHEST

Nation's Best Tool Value—Save \$6.00

Here's the gift sensation of 1937! Jam-packed with UTILITY—VALUE—FUN! No matter what you pay you can't find a gift that will give any man or boy as much year 'round enjoyment as this high-quality tool set. No cheap tools of inferior quality! They're all guaranteed tools, designed to do fine work and give years of satisfactory service.

Check the following list of tools carefully! Check the sizes! See the large, handy chest to keep the tools in. You can't match the set at anywhere near this price! 24x8 1/2 x 5 1/2-inch steel chest with black crystalline finish has sturdy handles, convenient lift-out tray. 16-ounce "DUNLAP" guaranteed 75c value claw hammer; smooth plane; 3 and 6-inch screwdrivers; 16-inch laminated plumb and level; 6-inch pliers; 20-inch 9-point hand saw; 1/2 and 3/4-inch wood chisels; 10-inch bit brace; set of 3 auger bits (1/4, 1/2, 3/4 inch); hand drill; 8-inch mill file; 8x12-inch steel square; 6-foot folding rule; 7-inch carpenter pencil; coping saw; 2 extra coping saw blades; pistol grip hack saw with blade; set of 5 straight shank drills (3/16 to 3/4 inch); 5 1/2-inch combination oil stone; package of assorted sandpaper. Three initials printed on chest FREE. Print initials desired plainly. Priced lower than usual cost of tools without chest.

99 V 3528—Shipping weight, 23 pounds. \$8.95



New! TARGET OUTFIT

\$4.59 • Popular Daisy pump action air rifle—famous for hard, accurate shooting.

Magazine holds 50 shots. Slide-action pumps shot into chamber, cocks gun for next shot. Walnut stock, full pistol grip. Blued steel metal parts, engraved jacket. Adjustable rear, knife blade front sight. Length over-all about 38 inches.

Everything you need for indoor or outdoor target shooting! Heavy blued steel Daisy Bell target—bell sounds when bull's eye is hit; heavy armor-plate backstop deadens shot; size, 4 1/2 x 4 1/2 x 2 in. 3 pads of cardboard bull's-eye targets (75 targets) printed in dark red—fit into front of bell target. 2 tubes of air rifle shot (about 450 pellets). Shipping weight, 6 pounds.

6 V 291—Complete Outfit. \$4.59



"Buck" Jones Air Rifle

Regulation Daisy, strong spring plunger action. Real compass, easy-reading sun dial on stock. Slide cocking action. Channel feed, holds 60 shots. Front and rear sights. 24-inch barrel; 36-in. over-all length.

6 V 288—Shpg. wt., 3 lbs. 13 oz. \$3.25

Air Rifle With Tube of 225 Pellets

Always a great Christmas favorite with most any boy! But here's the real surprise! Included with this single shot air rifle is a tube of about 225 air rifle pellets. Blued steel barrel and hardwood walnut finish stock on air rifle. Length, 27 1/2 in. Strong spring break action. Shpg. wt., 2 lbs. 14 oz.

6 V 284—Rifle plus Tube of Shot. 69c



Outdoor Knife Set. 3-blade sportsman's pocket knife with 3 3/4-in. simulated stag handle. Hunting knife has 3 3/4-in. blade. Bone stag handle. Leather sheath.

Shpg. wt., 10 oz.
5V9535—Set. 49c



UMBRELLA TENT

Gift Special for Boys

\$3.59 An ideal backyard play tent for boys—also roomy enough to use for short over-night camping trips! Ruggedly constructed and woven of tough forest green tent material that has been treated with an "oil-tempered" process to repel rain and mildew. All seams are lapped and double stitched. Bobbinet screened window in rear (see small picture). Sleeping space for two adult persons. Hardwood jointed center pole; two extra poles for entrance awning. Steel stakes included. Shpg. wt., 17 lbs.

Floor size, 7x7 ft. Height, 6 ft.
6 V 7776—Mailable. \$3.59



De Luxe Model
 Accurately tuned accordion. 20 treble notes and 2 bass keys with 4 notes. Double bellows, nickel plated, leather padded, treble keys. Mahogany finished wood frame. Size overall, closed, 10 3/4 x 8 3/4 x 4 1/2 in. Web straps. Made in Germany. Shipping wt., 3 lbs. 1 oz.
49 V 2371 \$2.69

Special!
 Priced low so every youngster can have one. 8 treble keys, 16 notes. Accurately tuned. Bright colors. Well made. Size closed, 10 x 4 1/2 inch. Made in Germany. Shipping wt., 1 lb. 2 oz.
49 V 2361 .69c

New Piano Style
 Key action patterned after famous Italian models. Organ like tones. Treble keys finished to indicate flats and sharps. Nickel plated grille. Hand straps. Made in Germany.
49 V 2365—8-KEY 16 notes—2 Bass Keys. 4 notes 8 in. long. Shpg. wt., 1 lb. 6 oz. \$1.19
49 V 2366—10-KEY 20 notes and 4 Bass. 10 in. long. Shoulder strap. Shpg. wt., 2 lbs. 6 oz. \$1.98

Baby Grand Chime Tone Pianos
 Better pianos than last year's at practically no increase in price. Larger, more keys! And think of it! A book of music included to teach the kiddies to play simple, tuneful melodies. Built like real baby grands; varnished oak cabinets. 3 sturdy turned wood legs. Tone controlled by two adjustment screws. Numbered, hardwood keys with white and black cellophane tops actually representing flats and sharps. Keys hinged with fabric and padded to insure best tone quality. Attractive decoration on top of pianos. Imported.
10-Key Piano
 11 1/4 x 9 1/4 in. Shpg. wt., 3 lbs. 8 oz. **49V2437 79c**
14-Key Piano
 12 1/4 x 11 1/4 in. Shpg. wt., 4 lbs. 6 oz. **49V2438 \$1.00**
18-Key Piano
 14 3/4 x 14 1/2 in. Shpg. wt., 5 lbs. 8 oz. **49V2439 \$1.98**

BOY! TOY MUSICAL INSTRUMENTS THAT REALLY PLAY



10-Key Cornet
 16 1/2 in. long. Press valve type keys and blow... real tones come out. Latest orchestra style. Gold color finish metal. Made in Czechoslovakia.
49 V 2395 79c
 Shpg. wt., 1 lb. 6 oz.

8-Note Trombone
 28 1/2 in. when fully extended. Music included. Gold color metal. Produces accurate tone. Will play simple melodies. Made in Czechoslovakia.
49 V 2317
 Shpg. wt., 1 lb. 7 oz. **89c**

Boys and Girls! Play Your Violin!
 Actually play simple tunes. Loads of fun; educational, too! Typical violin color. Shaped neck and tail piece. Wood bridge, block of rosin. 6 1/4 in. wide. 20 1/2 in. adjustable bow.
19 1/4-In. Wood Violin
 Kiln-dried wood. 3 gut and 2 wire strings. Made in Germany. Shipping wt., 1 lb. 6 oz. **49 V 2333 \$2.39**
19 1/4-In. Metal Violin
 17-in. bow, metal bridge. 2 gut, 2 wire strings. Made in Czechoslovakia. Shpg. wt., 1 lb. 12 oz. **49 V 2335 .89c**



Kids! A Real Crystal Radio \$1.89
 Real thrill to listen on ear phone. Attractive solid walnut table model, 5x3 3/4 x 2 3/4 in., with open work imitation speaker. Accurate tuning dial, spring plunger type crystal finder. A real radio with good reception for about 50 miles. Includes ear phone, about 50 feet of wire to set up your own aerial.
49 V 2301—Shpg. wt., 1 lb. 6 oz. \$1.89



Trap Drum Set
 For beginners. 10-inch snare drum. Also silencer for drum head, folding stand, music holder. 30 in. high over all when assembled. 15-page self-instruction book. Spring tension rod. Drum sticks. Shpg. wt., 2 lbs. 12 oz.
79 V 2498.....95c



12-In. Snare Type
 Real calfskin head. Oak shell. Metal rims. 5 steel tension rods for more accurate tuning, not the usual cord and leather ear type. Real quality drum. 3 inside snares; sticks, web carrying sling included. Shipping wt., 3 lbs.
79 V 2499.....\$1.98

11-Inch Drum
 Two strong, tough fabric heads give nice drum-like tone. 5 spring tension rods insure more accurate tuning. A remarkably clear tone drum for this low price. Brightly colored with airplane design on metal rims. 2 drum sticks.
79 V 2497—Shpg. wt., 2 lbs. 44c



Musical Merry-Go-Round
 No winding. Pressing lever in base starts it whirling around while music plays. Horse stopping nearest arrow is the winner—5 metal horses and riders. Brilliantly colored. 12 in. high. 9-in. wide.
49 V 2442—Shpg. wt., 3 lbs. 89c

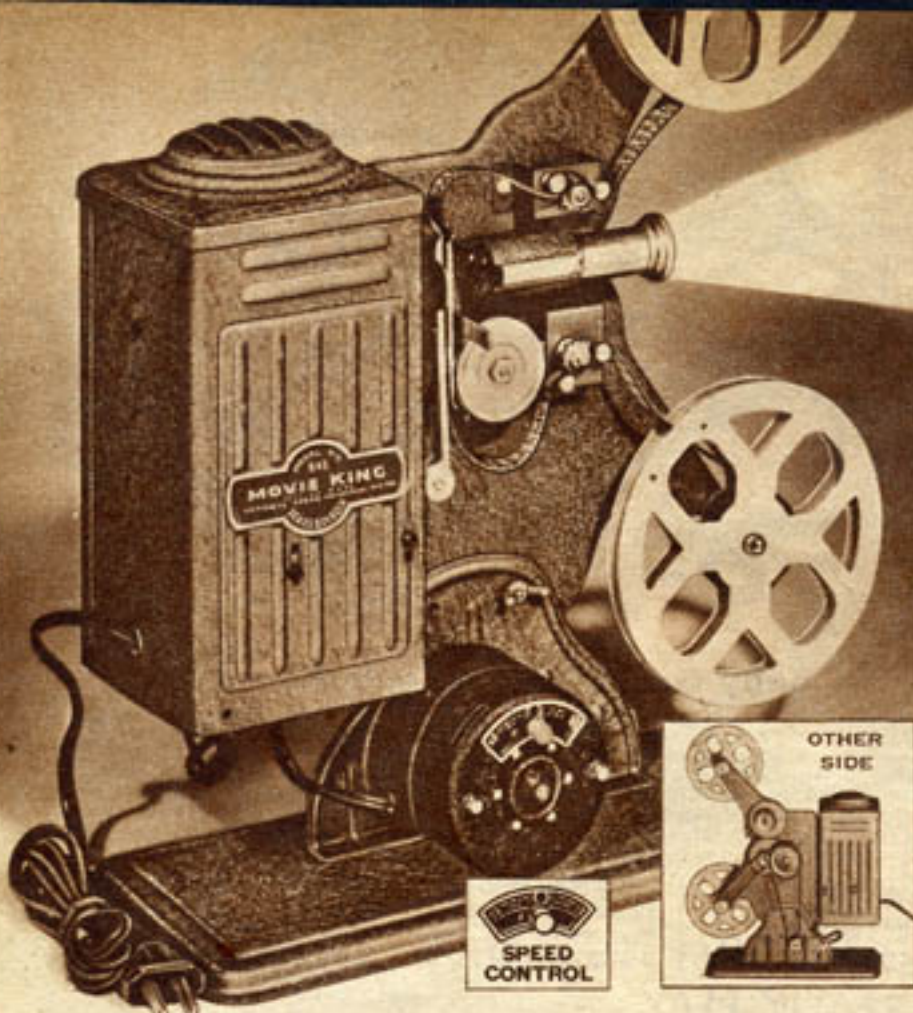
New Cathedral Organ
 Turning crank handle brings forth beautiful chord organ tones. 9 1/4 x 7 1/4 x 4 3/4 inches. Metal cabinet decorated with pipe organ and church windows on both sides.
49 V 2443—Shpg. wt., 2 lbs. 14 oz. 89c

Gold Color Saxophones 59c
 14 1/2-In. Be a Jazz King! Metal toy saxophones. Sheet music included. Leather padded keys, sanitary wood mouthpieces. Accurately tuned reeds. Made in Czechoslovakia.
23-Inch Sax
 20 Notes 10 keys that play 20 notes and 2 chord call and recall bass notes. Adjustable shoulder cord. Scroll etched design on side of 4 1/4-in. bell. Shipping weight, 1 lb. 12 oz.
49 V 2487 \$1.79
19 3/4-Inch Sax
 10-Key 2 of them bass. Nickel plated, leather padded keys. Shipping wt., 1 lb. 6 oz.
49 V 2477.. 98c
14 1/2-Inch Sax
 10 Keys—10 Notes Shpg. wt., 14 oz.
49 V 2479 59c





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NEW! 8 MM. MOVIE KING

Cuts Your Film Cost in Half!

Sears Newest Triumph—First Under \$15.00

Your show lasts twice as long! Your film cost is cut in 1/2 because you can now show twice as many pictures per foot of 8 mm. film as you can with 16 mm. film. Years of research makes possible this most sensational projector in the history of toy motion pictures at this unheard of bargain price. Equipped with speed control Universal motor, it contains all these extra-costly features, despite rising costs:

\$6.98
Movie King

- Powerful condenser lens gives bright, clear pictures.
- Sturdy new Universal motor with speed control; for 110 to 120-volt A. C. or D. C. (see insert).
- Every part tested for accuracy.
- Made by manufacturer of projectors for schools, churches.
- New full front, double element, bell-shape lens... produces maximum light intensity for brighter pictures.
- New reinforced reel arms built to hold reels for 400-foot film capacity.
- New direct film rewind.
- Advance speed and take-up sprockets prevent tearing of film.
- 150-watt rating, concentrated filament, clear glass bulb.
- 4 1/2-foot cord and plug. Listed by Underwriters.
- 2 empty, 200-ft. capacity metal reels.
- Steel lamp house with air vents and reflector.

Size over-all, 16 1/2 x 13 1/2 x 5 1/2 in. Tension plate, adjusted lamp base. Film not included, (see at right).

MOVIE KING 8 mm. Movie Projector

First time at popular price—uses 8 mm. width film only—(for film see above at right). Shipping weight, 9 pounds.

79 V 6846 \$6.98

8 mm. Projector.....

KEYSTONE 16 mm. Regular Movie

First time with new speed control motor. Same but uses 16 mm. width film only (for film see above at right). Shpg. wt., 9 lbs.

79 V 6845 \$4.98

16 mm. Projector.....

Non-Inflammable 8 mm. Width Safety Films

Shows twice as many pictures per running foot as usual 16 mm. films, making your show and your story last twice as long. 8 mm. films cannot be used on 16 mm. Projector. For Sears new 8 mm. Projector, see 79 V 6846 at left.

25-FOOT FILMS —Shpg. wt., 2 oz.	50-FOOT FILMS —Shpg. wt., 3 oz.
49V6822—Chaplin "Busy Charlie" 49c	49V6830—Chaplin "In Society" \$0.98
49V6823—Tom Mix "Good Shot" 49c	49V6833—Tom Mix "Kidnapped" .98
49V6824—Popeye "Rolled Up" 69c	49V6834—Popeye "Horse Laugh" 1.37
49V6825—D. Duck "Donald's Exit" 69c	49V6835—Donald Duck "Ham Actor" 1.37
49V6826—"Mickey's Mixup" 69c	49V6836—Mickey "The Messenger" 1.37

100-FOOT FILMS—Shpg. wt., 6 oz.

49V7045—Comedy "Aviator's Dream" \$1.89	49V7046—Tom Mix "Show Down" \$1.89
49V7047—Hal Roach "Our Gang" in "Clever Kids" \$2.69	49V7048—Scrappy "Let's Ring Door Bells" \$2.69

New Record Low Prices on Usual Non-Inflammable 16 mm. Width Safety Films

For Projector, see 79 V 6845, 49 V 6829, 49 V 6828

10-FOOT FILMS —Shpg. wt., 2 oz.	50-FOOT FILMS —Shpg. wt., 4 oz.
49V6849—Chaplin "Dumb Egg" 23c	49V7028—Chaplin "Busy Charlie" \$0.98
49V6850—Tom Mix "The Fight" 23c	49V7029—Tom Mix "Good Shot" .98
49V6851—Gang "Soft Tomato" 23c	49V7030—Gang "Kids Club" .98
49V6852—Popeye "Horse Driver" 33c	49V7031—Popeye "Some Cook" 1.49
49V6853—Popeye "Lucky 13" 33c	49V7032—D. Duck "Stage Struck" 1.49
49V6854—"Mickey's Rehearsal" 33c	49V7033—"Mickey and Pluto" 1.49
49V6855—Betty Boop "Mouse trap" 33c	49V7034—B. Boop "Some Picnic" 1.49

25-FOOT FILMS —Shpg. wt., 3 oz.	100-FOOT FILMS —Shpg. wt., 9 oz.
49V6880—Chaplin "Window Washer" 49c	49V7040—C. Chaplin "Society" \$1.89
49V6881—Tom Mix "Cowboy Fun" 49c	49V7041—Tom Mix "Kidnapped" 1.89
49V6882—Gang "Ice Cream Face" 49c	49V7042—Popeye "Knife Juggler" 2.98
49V6883—Popeye "Iron Man" 79c	49V7043—D. Duck "Ham Actor" 2.98
49V6884—Popeye "Hot Hamburger" 79c	49V7044—"Mickey's Bicycle Race" 2.98
49V6885—"Mickey's Lunch" 79c	
49V6886—Boop, "Leading Parade" 79c	
49V6887—Donald Duck "Big Show" 79c	

For Other Movie Films, See Sears Big General Catalog

Silver Color Movie Screen

49 V 6808—About 22x29 in. Cloth on wood roller. Shipping weight, 1 pound 3 ounces.....89c

Splicing Outfit

49 V 6802—For repairing your torn films. Shipping weight, 6 ounces.....47c

Low Priced



Electric Motor-Driven Movie

NOW Complete With 75-Watt Rating Bulb, Cord and Plug for 110-120-Volt A. C.

Priced so low now every "kid" can have one. This motor-driven projector with fan-cooled motor is built on same principles as movie projectors of double this price. Shows remarkably clear pictures of 16 mm. film up to 100 feet in length.

- Fan-cooled non-radio interfering. 60-cycle motor for 110-120-volt A. C.
- Tension plate relieves tension.
- Adjustable double projection lens.
- One 100-ft. capacity empty reel.
- Double claw finger for better grip.
- Heavy gauge, crystal finish, steel base and body.
- Vents for air cooling.

Size over-all, 12x11 1/2 x 6 1/2 in. Film not included. Simple to thread. Full instructions included. For 16 mm. films, see above.

49 V 6829—Electric Projector. Shpg. wt., 4 lbs. 3 oz. **\$2.79**

49 V 6828—Hand Projector. Similar to above but without motor. Operates by hand crank. Size, 12x11 1/2 x 5 1/4 in. For any 110-volt current. Film not included. Shipping weight, 3 pounds..... **\$1.39**



Flashlight

Popeye 3 1/4-in. pocket size. Press button, face lights up. Battery. Shpg. wt., 4 oz. **49 V 6438 .. 23c**

2-Coin Bank

For nickels, dimes. Opens at about \$10. Colored metal 3 1/2 x 3 1/2 x 2 3/4 in. Shpg. wt., 10 oz. **49 V 6471 25c**

Truck Bank

Chrome finish. Streamlined, 6-in. armored bank truck on wheels—for bills, coins up to quarters. Use as pull toy, too. Heavy gauge steel. Shpg. wt., 10 oz. **49 V 6479. 25c**

Educator Watch

New toy watch with hands that move like real watch. Teach child to read time. Unbreakable crystal. Chain. Dummy knife. Gift Box. Shpg. wt., 4 oz. **49 V 6426. 23c**

It Ticks!

Windstem, release lever—tick tock—hands move. Unbreakable crystal. 1 3/4 in. wide. Shipping weight, 2 oz. **49 V 6417 23c**

Magic Black Tabby

Pull string. Make him sit up, lie down, stand up, twirl his tail, etc. Every muscle in his body moves. Fascinating fun by the hour. Beautifully colored, finished wood. 7 1/2 in. long over-all. Strung with 50-lb. test fishline. No motor. Control Tabby by varying finger tension. **49 V 6425—Shpg. wt., 9 oz. 23c**



LIONEL

Switching Reversing by REMOTE CONTROL

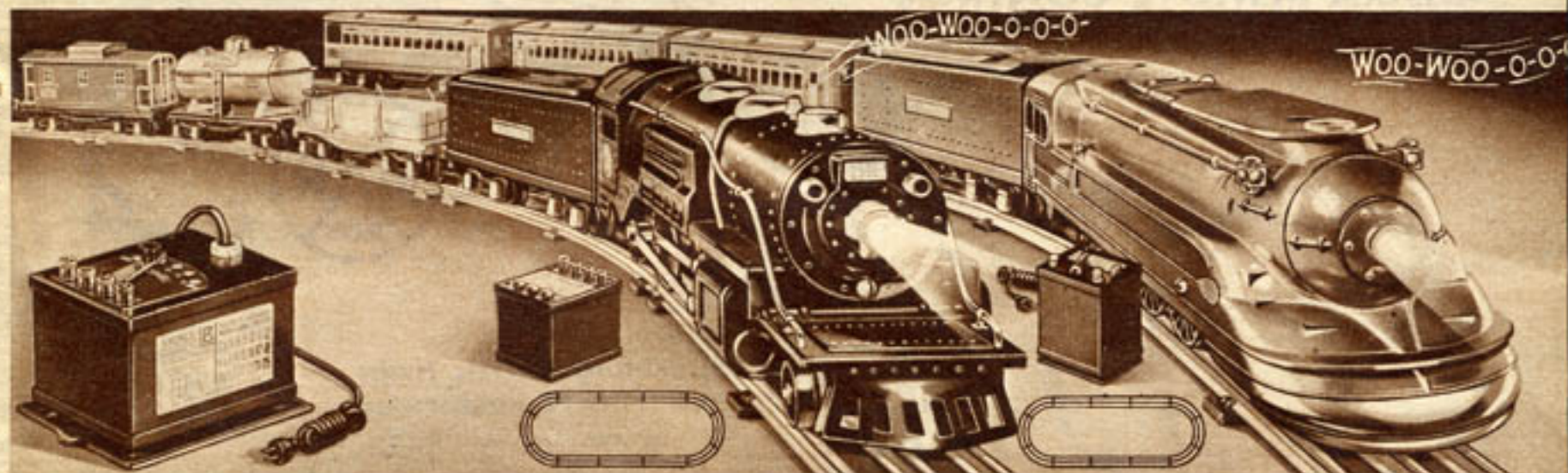
Save \$6.65 at Sears on This Amazing Lionel Combination
The Greatest Offer in Lionel History!

● 43-in., 3-car Lionel Jr., Commodore Vanderbilt freight, electric headlight; remote control reversing from any distance at any point.
 ● Pair (one right, one left) new remote control electric switches with red and green signal lights. Play being a switch yard master.
 ● 16 sections, 150 inches of track, new black oxidized ties; small circle about 80 in. around, large circle about 150 in. around.
 ● Speed and reversing transformer controller, 110 volts, alternating current. Cap. 25 watts.

Track forms layout 59 by 27 inches. Train, tracks, switches, transformer and all only \$9.95. If train, extra track and switches were bought elsewhere individually you would pay:

Train, regular price.....	\$ 8.95
Remote control switches.....	6.75
Six extra sections of track.....	.90
Total Value.....	16.60

So you save \$6.65 by taking advantage of Sears special combination price, including transformer.
79 V 5960—Shpg. wt., 12 lbs.....\$9.95



Transformer

Serviceable, sturdy 75-watt Lionel, type B transformer. Variable voltage in steps from 8 to 12; 14 to 18, 21 to 25. Built only for 110-volt, 60-cycle alternating current. Shipping wt., 3 lbs. 4 oz.

49 V 6045 \$4.59

Whistling 5-Unit Lionel Deluxe Freight

41 inches long. Reversible; built-in whistle; powerful headlight. Popular steam type—double action driving gear—8-wheel cars. Press a button to reverse. Loco, tender, oil tank car, flat car with load of lumber, caboose, controller, 10 sections of lock-on track, form oval 40x30 in. For transformer see 49 V 6045 at left.

49 V 5990 \$13.69

Whistling 5-Unit Freight

Built-in Remote Control Whistle. Whistle controller. Shipping wt., 14 lbs.

49 V 5986 \$9.95

Popular 5-Unit Freight

Same train without whistle or whistle controller. Shipping weight, 12 pounds.

49 V 5986 \$9.95

NEW 43-in. "027" Six-Wheel Drive Torpedo

Train Whistles, Reverses by Remote Control. Operate this modern streamliner by controls at your finger tips. Big, heavy steel, Pennsylvania Torpedo, 6-wheel driver loco, tender, 3 cars. 12 sections lock-on track form oval 27x43 inches. 25-watt transformer for 110 to 120-volt 60-cycle A.C.

49 V 5980 \$12.69

Whistling 5-Unit Streamliner

With transformer for speed and whistle control. Shipping weight, 13 pounds.

49 V 5975 \$8.95

Without Whistle Equipment

Train with speed control transformer, no whistle. Shipping wt., 12 lbs.

49 V 5975 \$8.95



Save at Sears on Lionel Train Accessories

Extra Electric Lionel "O" Gauge Track—Shpg. wt., 10 oz.

For De Luxe Trains

49 V 6008—2 pcs. Straight... **37c**

49 V 6009—2 pcs. Curved... **37c**

For "027" (Lionel Jr.)

49 V 6003—2 pcs. Straight... **28c**

49 V 6004—2 pcs. Curved... **28c**

Electric Switches

For all Lionel De Luxe trains. Hand operated. Electric lamps. Shpg. wt., 2 lbs. 14 oz.

49 V 6053 \$5.98

NEW! Remote Control Switches

Electric red and green signals—right and left for all Lionel "027" (Junior) trains. Shipping weight, 4 pounds.

49 V 6048 \$5.98

75-Watt, 110-120-Volt Jefferson Transformer

For 50-60-cycle alternating current in 7 to 22-volt steps. Shipping weight, 4 pounds.

49 V 6051 \$2.89

New! Remote Control Electric "Robot" Plane

Like a real pilot, your handling of "sticks" makes plane climb, dive, loop or land. This sensational new toy will out-thrill any game you've ever played. All the thrilling, exciting sport of flying is yours. Open the throttle at the remote controls, crimson and silvery plane leaps into action, sweeps down runway, zooms into air, soars, veers and banks around a 28-in. steel pylon. Push the joystick forward, nose of the ship points downward. Pull the joystick toward you and the nose comes up. Hold it there and the plane will continue to nose its way up—up—up and over in a loop. 12-in. wing spread plane with wheels and aluminum cabin is almost unbreakable. Propeller is soft rubber. Driven through a flexible shaft connected to induction motor housed in the pylon. For 110-volt A.C. Visible mechanism. Unavailable.

79 VM 5804—Shpg. wt., 24 lbs. \$13.79



FIRST RADIO CONTROLLED TRAIN

NEW! Your Voice Reverses Motion of 54-In. Train
8-Unit C. P. R. Work Train; Transformer

\$7.95

Works Like Magic—Years Ahead of Time. Who ever dreamed that your voice could control a toy electric train? Just give the command "Reverse" into the control tower and the train starts backward—then say "Forward" and train starts ahead. To stop (without reversing) command it to stop, at the same time pushing lever. When you release lever it will go forward again. Play sending this big 8-unit, Canadian Pacific work train by radio control into the North Woods where there are no phones. Powerful steel streamline engine with pony trucks. Colorful metal streamline tender, searchlight car with powerful adjustable searchlight, derrick car with swivel base and crank handle to lift loads, a car with removable dump truck, lumber trailer with wood logs, cable car and caboose. Transformer included. 16 sections of track, 150 in. around. The control tower is heavy steel, 11 3/4 in. high. Shpg. wt., 12 lbs.

79 V 5957—8-Unit Train for 110-120 volt 60-cycle A.C. \$7.95

FIRST Looks like \$20 v other. 2 boys can both trains. Speeding loco; Mercu-dore Vanderbilt fr 24 sections of track

79 V 5958—1

MARX REMOTE CONTROL ELECTRICS

NEW! First Sparkling Electric Train —Switch Track, Transformer

\$5.98

A 68-inch 10-unit freight train worth \$10.00 of anybody's money! There's miles of railroading here for the "Old Timer." First you can let her "rip" around the 134-inch oval, then throw the two hand-operated switches, and run her over the 190-inch outer oval. All the time she's spouting sparks from the smokestack. Remote control to start, stop and reverse train. Plenty of track—21 sections—a powerful engine of heavy gauge steel with powerful Marx electric motor, oil-less bearings, and electric headlight. Eight new style colorful freight cars and tender. Complete with transformer and switch track... the first outfit of its kind ever offered! Shipping weight, 12 pounds.

79 V 5955—10-Unit Mercury Freight for 110-120-volt 60-cycle A.C. ... \$5.98

NEW! First Electric Lighted 6-Unit Passenger Bel

When electric lighted trains were \$10.00 it was considered remarkable but we weren't satisfied until the cost was brought down to where most of our customers could buy one. That has happened. For this unusually low figure you get a remote control train. 41 1/2 in. long, electrically lighted, metal coaches and observation extra light in rear. Lights in coaches can be switched at will. It's quite a sight as it zooms along behind a streamlined Commodore Vanderbilt electric engine v Track forms oval, 155 in. around, remote control to Speed control transformer. Shipping weight, 9 pounds.

79 V 5954—For 110-120 V., 60-cycle A.C.

MARX MECHANICALS

SPECIAL! 35-Inch 5-Unit Reversing Train-Station

\$1.98

Biggest mechanical train value we know of. 21 Pieces. Commodore Vanderbilt, deluxe, super powerful, steel reversing engine with clockwork motor. Brake, bell, die cast wheels. Oval track, 102 in. around. Electrically lighted, metal depot, 13 1/2 x 10 x 5 1/2 in. Battery to light warning signal, lamp post. Train nears, gate goes down, red light flashes. 6-in. baggage truck. Metal trunk, hand truck, etc. in proportion. Shpg. wt., 7 lbs.

49 V 5922—21-Piece Train and Station.. \$1.98

4-UNIT 'City of Denver' Train Streamlined Reversible Loco

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive, with die cast wheels, brake, bell and reversible, super-power clock work motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 2 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 13 ounces. 19c

NEW Commodore value than e unload the tri 2 flat top fre the car deale other load. motored, wir colorful meta 28 1/2 in. long, long. Shippin

49 V 5903
49 V 6006

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FIRST RADIO CONTROLLED TRAIN

FORWARD
REVERSE



NEW! Your Voice Reverses Motion of 54-In. Train
8-Unit C. P. R. Work Train; Transformer

\$7.95

Works Like Magic—Years Ahead of Time. Who ever dreamed that your voice could control a toy electric train? Just give the command "Reverse" into the control tower and the train starts backward—then say "Forward" and train starts ahead. To stop (without reversing) command it to stop, at the same time pushing lever. When you release lever it will go forward again. Play sending this big 8-unit, Canadian Pacific work train by radio control into the North Woods where there are no phones. Powerful steel streamline engine with pony trucks. Colorful metal streamline tender, spotlight car with powerful adjustable searchlight, derrick car with swivel base and crank handle to lift loads, a car with removable dump truck, lumber trailer with wood logs, cable car and cabooses. Transformer included. 16 sections of track, 150 in. around. The control tower is heavy steel, 11 1/4 in. high. Ship. wt., 12 lbs.

79 V 5957—4-Unit Train for 110-120 volt 60-cycle A.C. \$7.95



NEW



MARX REMOTE CONTROL ELECTRICS

NEW! First Sparking Electric Train—Switch Track, Transformer

\$5.98

A 68-inch 10-unit freight train worth \$10.00 of anybody's money! There's miles of railroading here for the "Old Timer." First you can let her "zip" around the 134-inch oval, then throw the two hand-operated switches, and run her over the 190-inch outer oval, emitting sparks from the smokestack. Remote control to start, stop and reverse train. Plenty of track—21 sections—engine of heavy gauge steel with powerful Marx electric motor, oil-less bearings, and electric headlight. Right new style colorful freight car and tender. Complete with transformer and switch track... the first outfit of its kind ever offered! Shipping weight, 12 pounds.

79 V 5955—10-Unit Mercury Freight for 110-120-volt 60-cycle A.C. \$5.98



NEW! First Electric Lighted Car 6-Unit Passenger Below \$10

\$4.98

When electric lighted trains were \$10.00 it was considered remarkable but we weren't satisfied until the cost was brought down to where most of our customers could buy one. That has happened. For this unusually low figure you get a remote control train. 41 1/2 in. long with 3 new electrically lighted, metal coaches and observation car which has extra light in rear. Lights in coaches can be switched on and off at will. It's quite a sight as it zooms along behind a big, powerful, streamlined Commodore Vanderbilt electric engine with headlight. Track forms oval, 155 in. around, remote control to reverse train. Speed control transformer. Shipping weight, 9 pounds.

79 V 5954—For 110-120-volt 60-cycle A.C. \$4.98



MARX REMOTE CONTROL ELECTRICS

NEW! First Sparking Electric Train—Switch Track, Transformer

\$5.98

A 68-inch 10-unit freight train worth \$10.00 of anybody's money! There's miles of railroading here for the "Old Timer." First you can let her "zip" around the 134-inch oval, then throw the two hand-operated switches, and run her over the 190-inch outer oval, emitting sparks from the smokestack. Remote control to start, stop and reverse train. Plenty of track—21 sections—engine of heavy gauge steel with powerful Marx electric motor, oil-less bearings, and electric headlight. Right new style colorful freight car and tender. Complete with transformer and switch track... the first outfit of its kind ever offered! Shipping weight, 12 pounds.

79 V 5955—10-Unit Mercury Freight for 110-120-volt 60-cycle A.C. \$5.98



NEW! First Electric Lighted Car 6-Unit Passenger Below \$10

\$4.98

When electric lighted trains were \$10.00 it was considered remarkable but we weren't satisfied until the cost was brought down to where most of our customers could buy one. That has happened. For this unusually low figure you get a remote control train. 41 1/2 in. long with 3 new electrically lighted, metal coaches and observation car which has extra light in rear. Lights in coaches can be switched on and off at will. It's quite a sight as it zooms along behind a big, powerful, streamlined Commodore Vanderbilt electric engine with headlight. Track forms oval, 155 in. around, remote control to reverse train. Speed control transformer. Shipping weight, 9 pounds.

79 V 5954—For 110-120-volt 60-cycle A.C. \$4.98



\$5 VALUE Remote Control 'City of Denver'

\$3.98

Make this fast electric train go forward or backward, slow or fast as you wish by remote control Transformer included. The colorful big streamline locomotive with electric headlight shoots along silently and swiftly on oil-less bronze bearings while the big electric headlight pierces the darkness ahead. Three colorful coaches, one rear coach all sturdy metal. 14 sections of track making oval 138 in. around. Train measures 35 in. long overall. Ship. wt., 8 lbs.

49 V 5952—For 110-120 volt 60 cycle A.C. \$3.98



MARX MECHANICALS

SPECIAL! 35-Inch 5-Unit Reversing Train-Station

\$1.98

Biggest mechanical train value we know of. 21 Pieces. Commodore Vanderbilt, deluxe, super powerful, steel reversing engine with clockwork motor. Brakes, bell, die cast wheels. Oval track, 102 in. around. Electrically lighted, metal depot, 13 1/2 x 10 1/2 in. Battery to light warning signal, lamp post. Train nears, gate goes down, red light flashes. 6-in. baggage truck. Metal trunk, hand truck, etc. in proportion. Ship. wt., 7 lbs.

49 V 5922—21-Piece Train and Station... \$1.98



4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c



MARX MECHANICALS

SPECIAL! 35-Inch 5-Unit Reversing Train-Station

\$1.98

Biggest mechanical train value we know of. 21 Pieces. Commodore Vanderbilt, deluxe, super powerful, steel reversing engine with clockwork motor. Brakes, bell, die cast wheels. Oval track, 102 in. around. Electrically lighted, metal depot, 13 1/2 x 10 1/2 in. Battery to light warning signal, lamp post. Train nears, gate goes down, red light flashes. 6-in. baggage truck. Metal trunk, hand truck, etc. in proportion. Ship. wt., 7 lbs.

49 V 5922—21-Piece Train and Station... \$1.98



NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10



REFER TO SEARS GENERAL CATALOG FOR MANY OTHER MONEY-SAVING TRAIN VALUES!



4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c



NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10



4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c



NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10



REFER TO SEARS GENERAL CATALOG FOR MANY OTHER MONEY-SAVING TRAIN VALUES!

4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c

NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10

4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c

NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10

REFER TO SEARS GENERAL CATALOG FOR MANY OTHER MONEY-SAVING TRAIN VALUES!

4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c

NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10

4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c

NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10

REFER TO SEARS GENERAL CATALOG FOR MANY OTHER MONEY-SAVING TRAIN VALUES!

4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c

NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10

4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c

NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10

REFER TO SEARS GENERAL CATALOG FOR MANY OTHER MONEY-SAVING TRAIN VALUES!

4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c

NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10

4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c

NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10

REFER TO SEARS GENERAL CATALOG FOR MANY OTHER MONEY-SAVING TRAIN VALUES!

4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c

NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10

4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c

NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10

REFER TO SEARS GENERAL CATALOG FOR MANY OTHER MONEY-SAVING TRAIN VALUES!

4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c

NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10

4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c

NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10

REFER TO SEARS GENERAL CATALOG FOR MANY OTHER MONEY-SAVING TRAIN VALUES!

4-UNIT 'City of Denver' Train Streamlined Reversible Loco

98c

Bargain priced, 28 1/2 in. long and you'll be amazed at the power in this streamline train. Locomotive with die cast wheels, brake, bell and reversible, super-power clockwork motor. Extra long and powerful spring, controlled by governor, runs long and evenly. 1 center, 1 rear coach all colorful metal. Track, 102 in. around.

49 V 5902—Shipping wt., 4 lbs. 98c

Extra Track for Marx Mech. Trains

49 V 6001—Straight 49 V 6002—Curved 4 Pieces. Shipping weight, 15 ounces. 19c

NEW! Auto Transport Train Sparkling Locomotive

\$1.19

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28 1/2 in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.

49 V 5903—4-Unit Auto Transport... \$1.19
49 V 6006—2 Extra Flints... \$1.10

NEW

**Voice Reverses
of 54-In. Train**

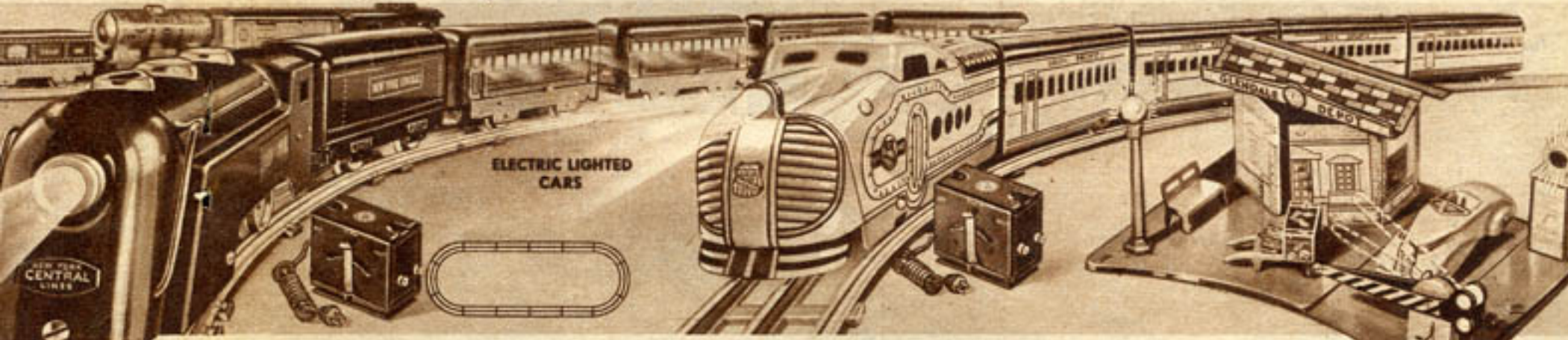
in; Transformer

Years Ahead of
time that your voice
electric train? Just
"reverse" into the control
starts backward—
To stop (without
pushing lever. When
adding this big, 8-unit,
into the North Woods
one engine with pony
at car with powerful
and crank handle to
filler with wood logs,
sections of track, 150
Shpg. wt., 12 lbs.
..... **\$7.95**



**FIRST Remote Control, 2 Electric Train Trestle
Set . . . Complete with 2 Transformers**

Looks like \$20 worth of value! Two tracks one above the other. 2 boys can operate their own train or one boy can operate both trains. Speed control transformers. 34-in. 5-unit sparkling loco; Mercury Streamliner—45-inch 7-unit Commodore Vanderbilt freight. Headlight on each. 12 steel trestles—24 sections of track to make 2 ovals each 120 in. around or 240 in. of total track.
\$10.95
79 V 5958—For 110-120-volt 60-cycle A.C. Shpg. wt., 20 lbs..... **\$10.95**



**NEW! First Electric Lighted Car
6-Unit Passenger Below \$10**

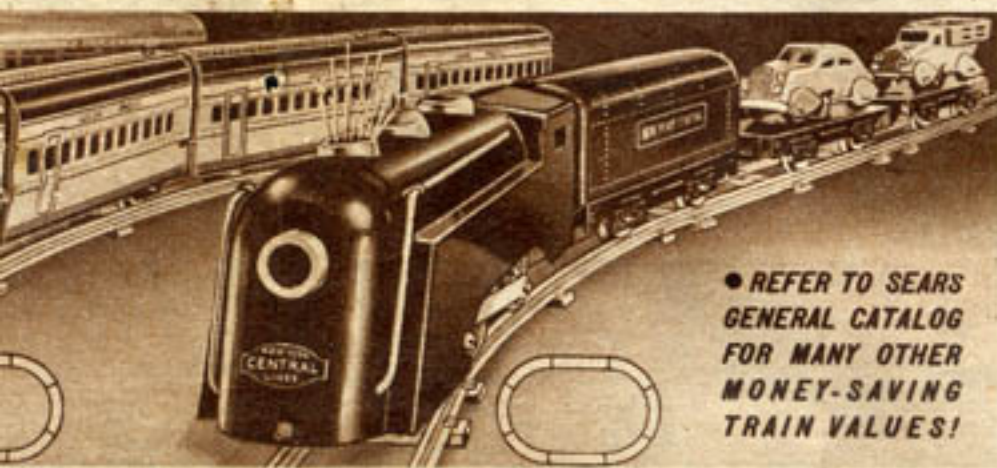
When electric lighted trains were \$10.00 it was considered remarkable but we weren't satisfied until the was brought down to where most of our customers buy one. That has happened. For this unusually figure you get a remote control train. 41½ in. long with 3 new electrically lighted, metal coaches and observation car which has light in rear. Lights in coaches can be switched on and off. It's quite a sight as it zooms along behind a big, powerful, streamlined Commodore Vanderbilt electric engine with headlight. Forms oval, 155 in. around, remote control to reverse train. Control transformer. Shipping weight, 9 pounds.
79 V 5954—For 110-120 V., 60-cycle A.C..... **\$4.98**

**\$5 VALUE Remote Control
'City of Denver'**

Make this fast electric train go forward or backward, slow or fast as you wish by remote control. Transformer included. The colorful big streamline locomotive with electric headlight shoots along silently and swiftly on oil-less bronze bearings while the big electric headlight pierces the darkness ahead. Three colorful center coaches, one rear coach all sturdy metal. 14 sections of track making oval 138 in. around. Train measures 35 in. long overall. Shpg. wt., 8 lbs.
49 V 5952—For 110-120 volt 60 cycle A.C.... **\$3.98**

**Automatic Depot
for Electric Trains**

Gate goes down, red light flashes when train approaches. Attach to third rail. Colored sturdy steel station, 13½x10x5½ in. Fit arm under track, weight of your train on arm causes gate to go down, danger signal to light. Electrically lighted lamp, warning signal (current from 3rd rail), steel roadster on easy rolling wheels—trunk, suitcase, hand truck of colored metal in proportion. No batteries needed. For 110-120-volt 60-cycle A.C. trains only.
49 V 6049—Shipping weight, 4 pounds..... **\$1.29**
Special Offer! If bought with any Sears electric trains, we offer a special price of only..... **\$1.10**



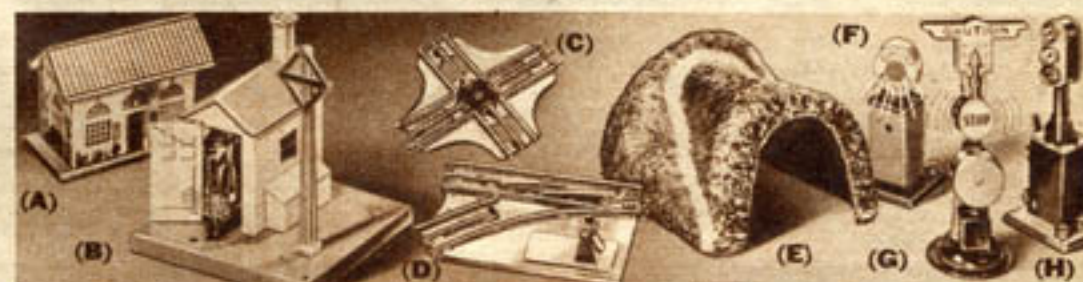
**'City of Denver' Train
Streamlined Reversible Loco**

28¼ in. long and at the power in this Locomotive with die bell and reversible, super-power Extra long and powerful spring, motor, runs long and evenly. 2 each all colorful metal. Track, Shipping wt., 4 lbs..... **98c**
for Marx Mech. Trains
straight 49 V 6002—Curved
weight, 13 ounces..... **19c**

**NEW! Auto Transport Train
Sparkling Locomotive**

Commodore Vanderbilt. More play value than ever! Think of the fun to unload the truck and Chrysler from the 2 flat top freight cars and play driving them to the car dealer for delivery and then go after another load. A sparkling, powerful, clockwork motored, wind-up, steel loco with bell, brake, colorful metal tender and 2 freight cars. Train 28½ in. long, track 102 in. around. Steel cars 4 in. long. Shipping weight, 4 pounds.
49 V 5903—4-Unit Auto Transport. **\$1.19**
49 V 6006—2 Extra Flints. Shpg. wt., 2 oz.... **10c**

• REFER TO SEARS
GENERAL CATALOG
FOR MANY OTHER
MONEY-SAVING
TRAIN VALUES!



- (A) **Lionel Whistling Station**
Built-in, Lionel, true tone whistle, for areas with 60 or 25-cycle currents. Station, 5½x3¼ in. Brightly colored.
49V6022—Shpg. wt., 2 lbs.... **\$2.79**
- (B) **Automatic Crossing Gateman**
Your own train nears, door opens, gateman rushes out swinging lantern which lights by a beam of light focused from base. Train passes, gateman returns, door closes. Bulb, special track. For "Lionel" trains.
49 V 6052—Shpg. wt., 4 lbs. **\$3.59**
- (C) **Electric "O" Gauge Marx Track**
49 V 6010—Straight 49 V 6011—Curved Shpg. wt., 10 oz. 4 pieces for... **39c**
- (D) **Elec. Crossover for Marx Trains**
49 V 6013—Shpg. wt., 8 oz. **49c**
- (E) **Hand Operated Switches**
Pr. (right, left) for Marx elec. trains.
49 V 6034—Shpg. wt., 1 lb. **\$1.95**
- (E) **New Realistic Mountain Tunnel**
\$1.00 value. Sturdy composition beautifully colored. Winding, picturesque road. 16½x12½x8¾ in. high.
79 V 6005—Shipping wt., 3 lbs... **79c**
- (F) **Electric Circuit Breaker**
Every electric train should have one! Protects all equipment if short occurs, automatically cuts off current, red light flashes. Press lever to reopen circuit. Heavy steel.
49 V 6018—Shipping wt., 1 lb.... **94c**
- (G) **7½-in. Steel Electric Bell Signal**
Put plate under track—when train nears, bell rings, arm swings.
49 V 6016—Shipping wt., 1 lb.... **94c**
- (H) **6½-in. Automatic Block Signal**
Control stops train on red light, slows it up on yellow, lets it run at normal speed when green. 2 sections of track.
49 V 6017
Shpg. wt., 1 lb.... **94c**



Original 57-Game Carrom Archarena Board

The Greatest of All Family Games... Fun for All—6 to 60—Never Wears Out

When someone says: "What'll we play?" bring out the carrom board! There's no end to the fun it offers to the whole family from little sister to grandfather. Play Carroms, Crokinole, Parlor Pool, Checkers, Backgammon—57 games in all on this original carrom-arch-arena board. Play on either side. Beautiful, strong wooden frame. Three-ply maple veneer with fine, natural varnish finish, 28½ inches square. Strong net pockets. Attractively stenciled. Complete with 72 playing pieces, including 10 pins, 15 numbered discs, 2 dice, 6 flies, cloth bag, 3 wood caps, score tab, two 25¼-in. tapered billiard cues, book of instructions, equipment for checkers and backgammon.

\$4.89

79 V 489—Shipping weight, 11 pounds.....\$4.89

30 Colored Hardwood Crokinole and Carrom Rings

49 V 480—Shipping weight, 8 ounces.....23c

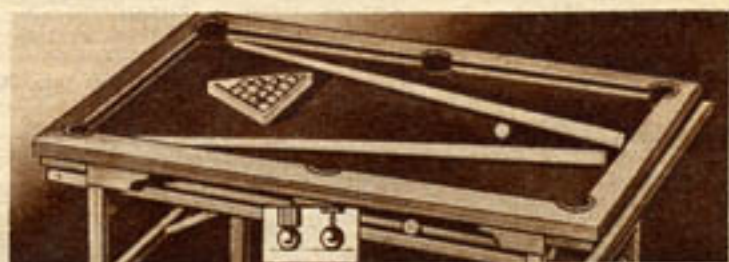
Fun! Fun! Fun! 20 Games in One

20 different varieties of thrills and pleasure—all for such a low price! There's always a new game to play—Crokinole, India, Game of Success, Checkers, Game of States and 15 others. **Colorful, double faced, folding board, 14 in. square.** All your favorite games in one. All playing parts such as dice, rules, etc., included. Will keep you busy night after night.

21c

49 V 116—Shipping weight, 1 pound.....21c

THRILLS! FUN!



Junior Size Pool Table—36x20 In.

Strong maple finish frame, legs. Green billiard cloth over non-warping masonite bed—live rubber cushions. **Leg leveling device.** 15 numbered balls; cue ball, return ball track with tray. Two 30-in. cues, rubber tips, counting frame, rack, 6 leather-like bound pockets. For larger tables, see Sears Big Catalog.

\$3.98

79 V 449—Shpg. wt., 18 lbs.....\$3.98



Bingo is All the Craze

Like old corn game. Rules, calling chart, 75 call numbers.

25c

49 V 131—25-Card Set. Shpg. wt., 1 lb. 8 oz.25c

49 V 136—50-Card Set. 150 wood counters. Shpg. wt., 2 lbs. 6 oz.42c

49 V 144—100-Card Set. 300 wood counters. Shpg. wt., 3 lbs. 12 oz.89c

New Skyways Game

See how good you are in directing take-off, and piloting to pick up passengers. Colored map, 26x14½ in., showing U. S. flying routes and principal airways in Canada, Mexico. 10 metal planes, 20 metal bags etc.

89c

49 V 234—Shpg. wt., 2 lbs.89c

4-5-6 Pick-Up-Sticks

The new rage. 41, 7½-in. wood sticks, different color ends representing emperor, prince, chieftain, captain, warrior. Get points for sticks picked up without moving others. Any number players. Rules.

21c

49 V 121—Shpg. wt., 8 oz. 21c

Ever Popular Parcheesi

Win \$50 in the manufacturer's Cartoon Contest using the word "Parcheesi." Play this old game and have a chance to win money, too. **Folding board, 15½ inches square.** 4 dice cups, 8 dice, etc. Directions for playing. Box, 16½x8½ inches.

89c

49 V 101—Shpg. wt., 2 lbs.89c



Hoop-O-Loop

13 animal heads printed on raised section—each with hook and different score. Shoot loops from swivel-gun overhook—it scores for you. **Metal board, 14x7½ in.** 3 hoops. Instructions.

49 V 108—Shpg. wt. 10 oz. **25c**

"Allee-Oop"—New Rage

Ever flip spoons into a glass? Now try flipping "Oops" into the box. There are 4 ways to do it. Fast thrilling fun for any number; at home, parties, everywhere. Each color is a different score value. Scoring sheet included. Shpg. wt., 6 oz.

49 V 248.....**21c**

6-Card Game

9 different games can be played with these 6 decks of cards—Old Maid, Authors, Thrift, Dr. Quack, Slap Jack and Take-Off. Instructions included. Shipping weight, 10 ounces.

49 V 171.....**29c**

150 Flinch Cards

2 to 8 can play. Instructions. Shpg. wt., 10 oz.

49 V 151.....**63c**

56 Rook Cards

16 games; enamel finish cards. Instructions. Shipping wt., 8 oz.

49 V 148.....**63c**

180 Anagrams

Embossed face, ¾-in. blocks. Rules. Shpg. wt., 1 lb. 6 oz.

49 V 164.....**89c**

360 Anagrams. 3-ply wood capitals. Rules.

49 V 188—Shpg. wt., 7 oz. **20c**

Touring Game

99 cards. Rules. 49 V 150—Shpg. wt., 8 oz. **63c**



Some Shooting Gallery

The best 6 shots win. 6 steel balls are loaded into gun which automatically feeds one shot at a time. Balls return, 6 numbered and 3 knock-over targets. Adjustable swivel gun. Bright color metal base, 18½ x 11½ in.

89c

49V110—Shpg. wt., 3 lbs. 4 oz. 89c

New "Klik" Ball Game

Skill and thrill! Hit ball up incline with 28-in. wood cue. Pivoted stops fall over but straighten up after ball passes to prevent balls from rolling back. Each stop has a score. Develop skill in placing balls at high score stops. Board, 31 in. long, 8 in. wide with three alleys. 3 enameled balls.

98c

49V185—Shpg. wt., 3 lbs. 8 oz. 98c

New Skill Skee Ball Game

The New Ragel Popular Amusement Park and Carnival game now reduced to home game size for use on table, floor or even outdoors. Some thrill to start ball on its journey, watch it hit incline and then hop into space possibly landing in the 500 ring at top or just rolling to the bottom and scoring only 25. 17½ in. long and 15½ in. wide. Played on floor, table or outdoors. Heavy gauge metal. Bright baked-on enamel finish. By rolling the five wooden balls one at a time, carefully and accurately, they will fall into the scoring pockets marked 25-50-100-250 and 500. You win by rolling the balls into highest marked pockets.

79c

49V246—Shipping weight, 6 pounds. 79c

GAMES FOR EVERYONE!



Can You Throw a Ringer?

You'll soon find out with these indoor or outdoor rubber horse shoes. 2 red, 2 black. 5½ in. long, reinforced with steel. 2 nickel plated pegs. Enameled metal plates, 11½ inches square.

69c

49V119—Shpg. wt., 2 lbs. 10 oz. 69c

Thrilling! 8-Hole Skill Ball

Fun for youngsters, and how the old 'uns will go for it. Three 1¼-in. enameled wood balls to be rolled into any of the 8 holes each marked with a score. Best score wins. All steel, 12x11½ inches.

47c

49V174—Shpg. wt. 2 lbs. 8 oz. 47c

FOR FAMOUS LARGER BURROWES POOL TABLES... TABLE TENNIS AND MANY OTHER GAMES SEE SEARS BIG GENERAL CATALOG



New Midway Shooting Game

Looks like a real shooting gallery—round target 15 in. in diam. and alternate rows of rabbits, birds and clay pipes, each numbered for scoring. Over-all size, 27 in. high, 16 in. wide. Made of heavy steel. Includes one red, one black, 8-in. steel gun. 4 suction cup rubber darts. Shpg. wt., 4 lbs.

94c

49V184—Complete. 94c

New Aero Target Game

Shoot! Out darts one of the two real flying airplanes included, speeding toward the big 18-in. target up to 30 ft. away. Suction cup on end sticks if it's a hit. Airplanes are made of light weight wood with reinforced wings. Harmless—thrilling. A real game of skill. Target on tripod, 21 in. high. Shpg. wt. 1 lb. 10 oz.

89c

49V249—Complete. 89c

Bang! Down Go the Crows!

Usual \$1.00 Value. 4 brightly colored cardboard crows sit on fence in front of 12x9-inch corn field. Take aim with 17-inch break-action pop-gun and Bang! Down goes a pesky crow! See if you can bring them all down in 4 shots. Not so easy as you think! Plenty of corks included. Shipping weight, 1 pound 13 ounces.

69c

49V199—Complete. 69c

Pop Donald & Mickey!

Mow 'em down. Target game for any number of players. 4 Mickey Mouse and 4 Donald Duck soldiers, about 6x2½ in. Colored cardboard on wood block. Strong gun and corks. Colored box, 18½x8½ inches. Shipping wt., 1 lb. 6 oz.

42c

49V123—Complete Set. 42c



7 Jigsaw Puzzles—50c Value

Beautifully colored. Make attractive pictures, 9½x7½ in. Different subjects of Tillie the Toiler, Little Annie Rooney. Each 9½ in. x 7½ in. A pleasant pastime for everybody. Sold by mail only by Sears.

25c

49V3871—Shpg. wt., 2 lbs. 6 oz. 25c

Duck Shooting Game

Boy! Is this fun! Ducks sit on scoring spots on base. When hit, they fall over to show your score. 9 colored cardboard ducks, about 2½ in. high. 13½-in. single barrel harmless, break-action, cork shooting gun, 6 corks. Colorful box makes ideal setting for duck targets.

45c

49V172—Shpg. wt., 1 lb. 45c

Dick Tracy Gets His Man

Big as Usual \$1.00 Value!

53c

Dick is a sure shooter; you can be with a little practice. Target of heavy cardboard, bright circles in different colors; 17½-in. diameter. Wood tri-pod, 8-in. steel dart-shooting gun, 3 rubber suction cup darts. Shpg. wt., 1 lb. 14 oz.

49V168... 53c



FOR MOM AND DAD, TOO



PINCH HITTER—First Game of This Type Under \$10.00

Baseball brought right to your parlor. Players really hit, strike out, walk, run bases and score. Diamond revolves automatically when base on balls is given or hit made. A marble rolls down the middle path, enters the playing diamond, and automatically sets a key wind spring motor in motion which causes marble to be carried around the bases on a revolving disc. It may stop at first base or go all around for a homer, you never know. Has pockets for balls, strikes and outs. Colorful, non-warping Masonite playing surface. Metal parts nickel plated. Measures 23½ x 12 in. A strong spring shooter sets each of the 9 marbles in action.

79 V 241—9 Marbles Included. Shipping wt., 7 lbs. \$1.98



Monopoly—Finance

The game of the century. Build houses, buy railroads, rent property. Folds. Monopoly 19 in. sq. 2 to 7 players.

49 V 220—Shpg. wt., 2 lbs. \$1.69

53.50 De Luxe Monopoly Up to 10 players.

49 V 223—Shpg. wt., 4 lbs. 2 oz. \$2.89

Finance—At Popular Price Holder of most property wins. Folding board, 18½ in. sq. For 2 to 7 players.

49 V 222—Shpg. wt., 2 lbs. 4 oz. 89c



New! Detective Game

Mystery games are very popular right now. Designed by America's ace of detective story writers, S. S. Van Dine. Arrest your suspect, convict him if you can. Discover who stole the bonds. Large colorful, playing board, 18¾ in. sq. 10 conformation cards, 6 suspect cards, 100 clue cards, 6 sets of 12 juror cards. 2 dice, 6 enameled pawns, 3 large pawns. Every minute thrilling! Up to 6 can play. Shipping weight, 2 lbs. 6 oz.

49 V 227.....\$1.79



New Low-Priced 67-Game Ricochet Board

Finest collection of games ever worked out on one board. Enjoyment for the whole family—adult games—juvenile games—party games. Play crokinole, checkers, pitching pennies, ten pins, horse race, auto race, lotto, just scores more. Board, 24x24 in.—unbreakable, unwarpable Masonite, nickel plated metal rim with red stripe. Playing surface brightly colored. No nails or screws—it's riveted permanently. Playing parts and instructions. \$1.49

79 V 247—67-Game Combination. Shpg. wt., 7 lbs. \$1.49



DEALER—2-in-1 Pin Game

Regular \$1.25 Value

So popular last year with young and old alike, that we offer it again without change, at a lower price! Yes, siree! The whole family will enjoy this game. Non-warping, processed back; grooved-in, nickel plated rim, not nailed. Riveted pins will not come out. The dealer shoots the marbles into cage and second player tries to match the dealer's score. Or you can be both dealer and matcher; shoot 3 marbles into cage, try to equal or beat score. Spring dealer-shooter, extra spring kicker. Instructions. Size, 24x12 inches. Shipping weight, 5 pounds.

79 V 239.....94c



New Electric Bingo-Jector

50 Bingo Cards

Now every family can play Bingo at home just as they do in the "movies." Bingo-Jector flashes numbers on wall, anywhere, day or night, (no screen necessary). No one knows what number will appear—a thrill with every spin. Any number up to 50 can play. 200 wood markers, 1 master calling card. Special lamp, operated on A.C. or D.C. Use a regular home appliance cord (not furnished). Made of heavy steel, 7¼x5x3¾ inches. Regular projector lens. Actual replica of theater machines. Shipping weight, 3 pounds.

49 V 186.....\$1.89

THE MOST POPULAR OF THE LATEST GAMES



Badminton Indoors or Out 89c

Two Playbird bats of non-warpable Masonite; shaped wood handles. Two shuttlecocks; rubber base, adjustable for playing space. Tape net. Shipping wt., 1 lb. 14 oz.

49 V 258.....89c

Feed'n the Kitty \$1.79

The Cat's Meow! Tic-Tac-Toe fans, here's a glorified version of your game played with dice, 100 chips and 2 kitties on a 14-in. felt mat. Every time you forget to feed the kitty the others "meow" and you pay double. Shipping weight, 1 lb. 10 oz.

49 V 256.....\$1.79

Popular Cargoes \$1.39

Sail the Seven Seas transporting cargoes of timber, cotton, etc. to far away fascinating lands. Learn imports, exports of many of the world's harbors. Folding board 28x15½ in. For 2 to 4 players. Shipping weight, 3 pounds 6 ounces.

49 V 126.....\$1.39

Gee-Wix Horse Race \$1.79

Hurry, hurry, hurry! Pick your horse, make your bet, watch him race down the stretch a winner! No two races alike. Children can work it. Sturdy metal; colorful finish. 5 different forms of play. Size, 15¼x5¼ in. Shipping weight, 2 pounds 10 ounces.

49 V 107.....\$1.79

NEW Americana 89c

New adult game. Up to 9 can play. Deal out cards, ante chips, collect the play cards, then bid for pot and try to win ante. It's exciting, keen fun. Folding board, 19¼ in. sq. Includes regular playing cards, chips, counters. Shpg. wt., 1 lb. 10 oz.

49 V 226.....89c

Make This YOUR Family's Happiest Christmas

WITH A POWERFUL

NEW
Silvertone
RADIO

SAVE 30% to 50%
AT SEARS



(B) \$21⁹⁵
CASH
A. C. ELECTRIC



(A) A. C. ELECTRIC
\$33⁴⁵
CASH
\$4 DOWN

AMERICA'S
BIGGEST VALUE 10-TUBE PERFORMANCE
ALL-WAVE—FOREIGN RECEPTION RADIO

(A) 3 Tuning Bands . . . New Easy Tuning Dial . . . Tuning Eye

Radio experts say this Silvertone is the "Greatest radio value in America at this low price." There's YEARS of HAPPINESS AHEAD for you and your family with this Super Powered, improved tuning, beautiful Silvertone to bring the best on the Air from near or far, into your home. It is truly a fine QUALITY radio in every detail . . . yes, it will get more stations from foreign countries and in America . . . greater distances . . . is easier to tune . . . and has a finer tone than many radios having 4 or 5 more tubes. That's why we want you to make our "THRILL TEST" explained on Page 59 and compare it with other makes selling for \$60 to \$75. Why should you pay more for any radio when Sears will PROVE Silvertones give you "Most for the Money," because you SAVE the extra profits usually added to the manufacturing cost.

Its wide range, 3 Tuning Bands get Short Wave, 1.7 to 6.1 M.C.; Foreign, 6.1 to 18 M.C.; Broadcast, 545 to 1775 K.C., bringing in foreign, all American, police, airplane, amateurs and ship calls with amazing clearness. The Improved Superheterodyne Circuit gives Extra Power 10-Tube Performance from 8 NEW OCTAL BASE TUBES (2 dual purpose). An entirely new Full View "TILT-BACK" Edge Lighted Dial with foreign and American city names on it so you can tune by name and the Tuning Eye make perfect tuning quicker and easier. Its large size Electro Dynamic Speaker furnishes a rich, clear tone that challenges comparison with highest priced sets. Other important features are Powerline Noise Rejection . . . "Newest Beam Power" Audio System . . . New Synchronized Tone Control . . . Automatic Volume Control . . . 3-Gang Ball Bearing Condenser . . . Large, marked knobs. Cabinet has classy one-piece stump and sliced walnut veneer instrument panel and top with delightfully matched grille, knobs and dial. Size, 19½x12½x10½ inches. For 110-120-volt A.C., 50 or 60-cycle. If in 25-cycle territory mention and send \$3.00 extra. Listed by Underwriters' Laboratories. For Sears Easy Terms, see Page 5. Mailable but we recommend freight or express. Shpg. wt., 39 lbs. 57 V 4765—Cash, Radio (A) illustrated directly above. . . . \$33.45 57 V 5575—Aerial Kit. Shipping weight, 2 pounds. . . . 69c

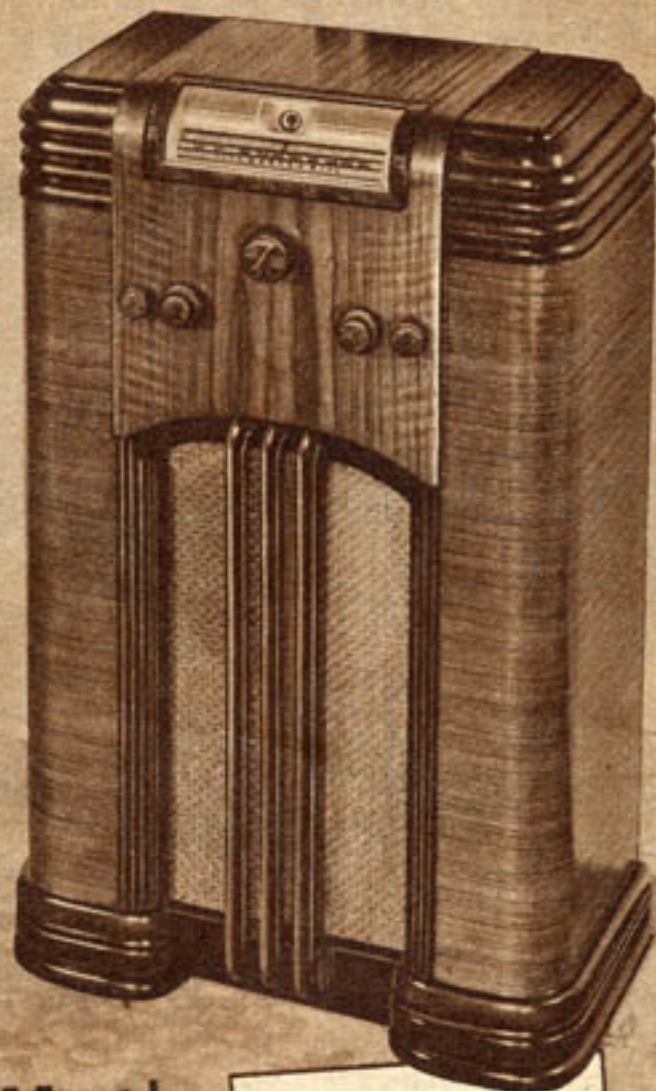
(B) SILVERTONE 8-TUBE PERFORMANCE RADIO

Compare It With Other \$35 to \$40 Radios

OUTPERFORMS MANY OTHER RADIOS USING SEVERAL MORE TUBES

If you have an old model, short distance radio that can't get Foreign Stations and you do not feel you can invest more in a new radio . . . then, by all means, buy this Silvertone. It's a marvelous low priced radio that actually OUTPERFORMS many other makes having many more tubes for one-half their operating cost. Compare it with other makes your friends have costing \$35 to \$40 or more. Notice how clearly it gets foreign programs, all American broadcasts, police calls and amateurs. Make the "THRILL TEST" shown on Page 59. It has 3 Tuning Bands: Range, Foreign, 6 to 18 M.C.; Short Wave, 2.2 to 6.5 M.C.; American, 545 to 1720 K.C. Automatic Volume Control, Variable Tone Control, 3-Gang Tuning Condenser and Dynamic Speaker are fine features that give this Silvertone a smooth, even, realistic tone that will astonish all listeners. And its Superheterodyne Circuit gives strong 8-Tube Performance from its 6 TUBES, 2 of which are dual purpose. Large Airplane Dial with Tuning Eye makes perfect tuning simple. New horizontal cabinet is exceedingly neat and attractive; walnut veneer instrument panel. Size, 17½x10½x8½ inches. For 110 volts, 50 or 60-cycle A.C. If in 25-cycle territory, state and add \$2.00 extra. Listed by Underwriters' Laboratories. See Page 5 for Easy Terms. Mailable. Shipping weight, 21 pounds. 57 V 4575—Cash, Radio (B) illustrated at top of page. . . . \$21.95 57 V 5575—Aerial. Shipping weight, 2 pounds. . . . 69c

All Radios on this page are shipped from Chicago, Philadelphia, Boston, Minneapolis, Cleveland or Binghamton, N.Y. Send your order to Chicago, Philadelphia, Boston or Minneapolis only.



11-Tube
PERFORMANCE

A. C. ELECTRIC
\$51⁸⁵
CASH
\$5 DOWN

Marvelously
Improved NEW 1938 Silvertone
No Bending . . . Easy to Tune Dial
Guaranteed Foreign Reception
\$100 Features at Half-Price

It's no wonder millions are changing to Silvertones, for look at this big, powerful, beautiful Console Model. It looks like \$100 radios . . . and you'll say it's their equal when you SEE and TRY IT for 15-Days as explained in our "THRILL TEST" on Page 59. It has all the new, improved features for quick, simplified tuning of all stations, without discomfort nor sacrifice of beauty. Here's a Christmas Time gift that will keep giving happiness, pleasure and educational benefits to ALL for many years to come.

ALL-WAVE . . . 3-BANDS . . . TUNING EYE
MAGNIFICENT TONE . . . RARE BEAUTY

3 Tuning Bands. Range, Foreign, 5.8 to 18 M.C.; Int. Short Wave, 1.7 to 6 M.C.; American, 545 to 1800 K.C. Beautiful, advanced design, illuminated "ROLL-OVER" Dial with foreign and American cities printed in large type for easy tuning by name . . . Only one tuning band is shown at a time . . . controlled by WAVE BAND Selector Switch . . . 11-Tube Performance is attained by our Improved Superheterodyne chassis with 10-newest octal base tubes (1 dual purpose) . . . Valuable Tuning Eye . . . Large, powerful 10-inch Dynamic Speaker combined with Automatic Volume Control and Tone Control give this Silvertone a wonderfully smooth, rich voice . . . Automatic Bass Compensation . . . Double "Beam" Output Tubes . . . Lo-Noise Tuning Control for quiet tuning of local stations . . . Molded curved Dial Bezel . . . Large, marked Tuning Knobs . . . Moisture proofed Coils . . . Automatic Aerial Selection. R.C.A. Licensed. The big, full size cabinet has the newest, one-piece Roll Top and Instrument Panel of elegantly figured stump and stripe walnut veneers. Large grille louvers and decorative sides give it beauty surpassing many high-priced sets. Size, 37½x22½x12½ inches. For 110-120-volt, 50 or 60-cycle A.C. Listed by Underwriters' Laboratories. If for 25-cycle territory, mention and add \$4.00 extra. For Easy Terms, see Page 5. Not mailable. Shipping weight, 70 lbs. 57 VM 4680—Cash Price. . . . \$51.85 57 V 5567—Special Doublet All Wave Aerial. Shipping weight, 4 pounds 8 ounces. . . . \$2.39

SEARS ✓ PAGE 57

THE GREATEST GIFT OF ALL... FOR ALL



8-Tube
PERFORMANCE
\$27⁸⁵
Cash
\$3 Down



6-Tube
PERFORMANCE
\$20⁸⁰
Cash
\$3 Down



6-Tube
PERFORMANCE
\$16⁶⁵
Cash

Silverstone

ONE-BATTERY Radios

No "B" or "C" Batteries Needed

ONE BATTERY DOES IT ALL... at Exceptionally Low Cost

You Save 30% to 50% on These Popular Models at Sears

- Guaranteed Foreign Reception
- 3-Tuning Bands... Wide Range
- Flash-O-Lite, 6-inch Dial

There's 20 years of valuable battery radio experience back of these Silverstones. Yes, we will prove to you, by our "THRILL TEST" on the next page that this 8-Tube Performance Silverstone will match up in performance, quality and economy with other makes selling for nearly double our price. 8-Tube Performance is achieved by the Improved Superheterodyne Circuit using 6 new type tubes (2 dual purpose).

Its 3-Tuning Bands, Range: Foreign and Short Wave, 2.2 to 6.5 M.C. and 6 to 18 M.C.; American, 545 to 1720 K.C. will bring into your home the finest entertainment from foreign countries, American stations, also police, amateur, airplane and ship calls. The Automatic Volume Control, Variable Tone Control combined with the large Dynamic Speaker give a smooth, even flow of the sweetest tones you've ever heard from such a reasonably priced radio... at Extremely low operating cost. The stylish, horizontal cabinet has a lovely stump walnut veneer front panel. Size, 18 1/4 x 11 3/4 x 9 inches deep. For Easy Terms, see Page 5. Mailable.

57 V 4519—With tubes (less battery, see below). Shipping weight, 23 pounds... \$27.85

57 VM 4674—Special combination offer: 57 V 4519 radio and 57 VM 5220 air-charger. Not mailable. Shipping weight, 95 pounds... \$45.35

57 VM 4673—Special combination offer: 57 V 4519 radio and 57 V 5210 Gas-O-Power charger. Not mailable. Shipping weight, 77 pounds... \$52.80

57 V 5575—Aerial. Shpg. wt., 2 lbs... 69c

- Guaranteed Foreign Reception
- Beautiful Tone Dynamic Speaker
- Very Lowest Operating Cost

This ONE-BATTERY Silverstone is a Miracle Worker bringing in Foreign and American Broadcasts, Police, Airplane and Amateurs. Users say "Its 6-Tube Performance EXCELS their neighbors' radios of other makes that cost 3 or 4 times more, for 1/2 the operating cost." Its Improved Superheterodyne Circuit uses 4 of the newest type Octal Base Tubes (2 dual purpose) that give powerful 6-Tube Performance at amazingly low cost. Tuning Range: Foreign and Short Wave, 2.1 to 7 M.C.; American, 550 to 1720 K.C. 6-inch Dynamic Speaker in the top. Large Easy-to-Tune Airplane Dial. Automatic Volume Control. Handsome "Roll-over" front and top of maple veneer. Size, 11 1/4 x 14 x 8 3/4 inches deep. For Easy Payments, see Page 5. Mailable.

57 V 4421—With tubes (less battery, see below). Shpg. wt., 21 lbs... \$20.80

57 VM 4672—Special combination offer: 57 V 4421 radio and 57 VM 5220 air-charger. Not mailable. Shipping weight, 93 pounds... \$38.30

57 VM 4671—special combination offer: 57 V 4421 radio and 57 V 5210 Gas-O-Power charger. Not mailable. Shipping weight, 75 lbs... \$45.75

57 V 5575—Aerial. Shpg. wt., 2 lbs... 69c

BARGAIN

Long Distance BATTERY RADIO

- 20% to 30% Longer Battery Life
- Greatly Reduced Operating Cost
- Quicker and Easier Tuning Dial

Here's one of the Wonders of Radio... a fine performing, inexpensive to buy and low cost to operate radio that reaches exceedingly long distances and has a surprisingly realistic tone. What a Christmas gift for those who do not have a radio... or for those with old obsolete model... or for the children's use.

Its 6-TUBE PERFORMANCE is accomplished from an improved Superheterodyne Circuit using 4 new type octal base tubes, 2 of which are dual purpose. Long Range Tuning; 545 to 1720 K.C. also gets some police calls. New Battery Saver Circuit and Longer Life Batteries combined with One Year Fully Guaranteed Super Silverstone Tubes make this an unequalled value. For thousands of homes it will get more stations and its improved Battery Type Speaker furnishes a finer tone than their present radios... for 1/2 to 1/3 the operating cost. The cabinet is the latest horizontal styling with decorative grille and walnut veneer front panel. Size, 13 1/4 x 8 3/4 x 9 1/4 inches deep. Complete with 4 tubes, one dry "A" or 4-volt storage battery and 2 "B" batteries. On-off Indicator on Dial.

57 V 4617—With dry "A" battery. Mailable. Shipping weight, 34 pounds... \$16.65

57 VM 4618—With 4-volt storage battery. Not mailable. Shpg. wt., 36 lbs... \$18.65

57 V 5575—Aerial. Shpg. wt., 2 lbs... 69c

Make the "THRILL TEST" Explained on Opposite Page

SPECIAL PRICES ON RADIO BATTERY CHARGERS



\$6⁰⁰

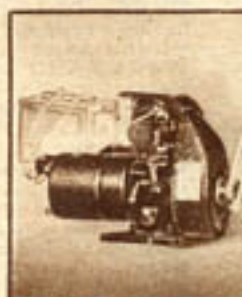
EXTRA SAVING

Silverstone AIRCHARGER

A greatly improved Patented Battery Charger for charging 6-volt or 2-volt storage batteries without operating cost.

Furnished complete with 6-foot iron tower for flat or gable roofs, automatic cutout relay, ammeter and battery clips. Specially priced when purchased with any ONE-BATTERY Radio on this page. See our Big Catalog for more complete description. Shipping weight, 72 lbs.

57 VM 5220—Price... \$23.50 Purchased with above sets \$6 less.



\$5⁰⁰

EXTRA SAVING

GAS-O-POWER Charger

Dependable Electric and Gasoline Power Plant for all homes without electricity. Specially priced when purchased with any ONE-BATTERY

Radio on this page. It has a dependable, 100-watt D.C. generator for charging batteries to run radios or electric lights... and 1/2 H.P. 4-cycle air-cooled gasoline engine power for running washing machines, churns, pump-jack and power tools. For more complete description see our Big Catalog. Shipping weight, 54 pounds.

57 V 5210—Regular Price... \$29.95 When purchased with above sets \$5 less.

RADIO STORAGE BATTERIES



Guaranteed 2 Years on a Service Basis

Dependable, long-life, GUARANTEED 6-VOLT Radio Batteries with special radio-type terminals, convenient handle and attractive case. Heavy Duty Type—21 Plates. Suitable for even the largest size ONE-BATTERY Radios. Delivers 150 ampere hours service at one ampere rate. Size, 13x7x8 3/4 inches.

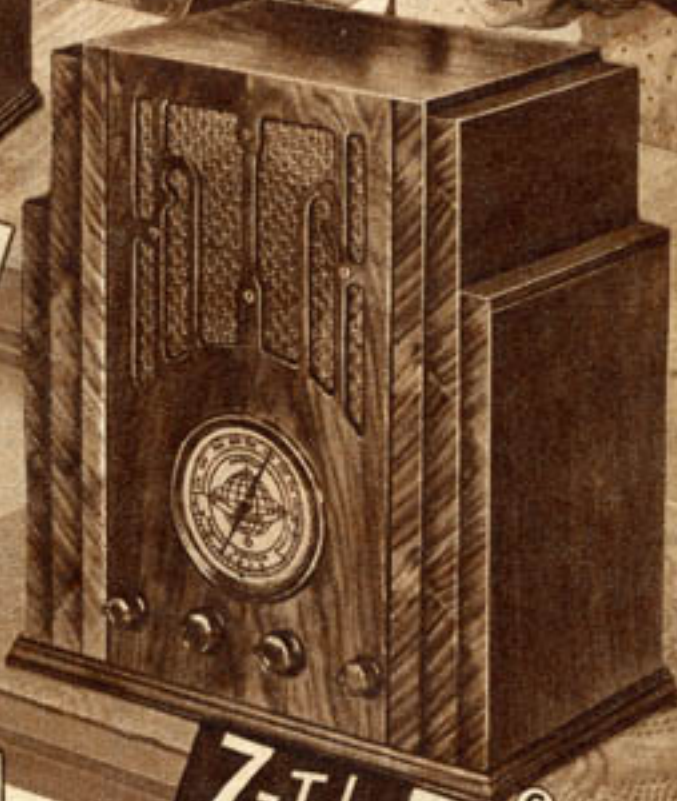
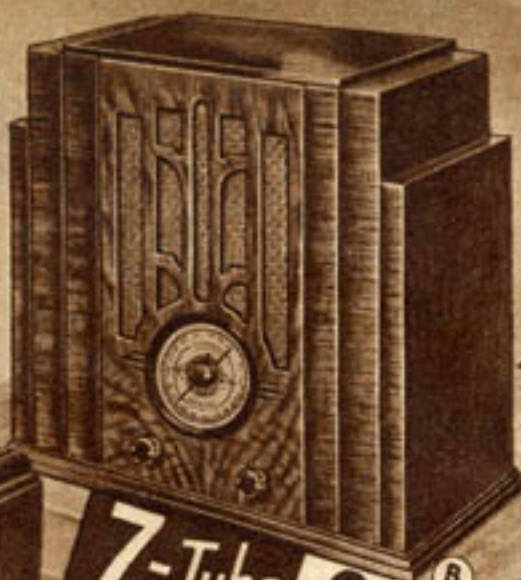
57 VM 703—Not Mailable. Shipping weight, 58 lbs... \$7.85

Silverstone Standard—17 Plates. Delivers 120 ampere hours service at one ampere rate. Size, 10 3/4 x 7 x 8 3/4 in. high.

57 VM 705—Not Mailable. Shpg. wt., 48 lbs... \$6.45

SHIPPED FROM Chicago, Philadelphia, Boston, Minneapolis, Cleveland, Binghamton, N.Y. or from factories in Milwaukee, Detroit, Denver or Cincinnati, whichever is nearest you. Send orders to Chicago, Philadelphia, Boston or Minneapolis Only.

A NEW *Silvertone* RADIO



7-Tube
PERFORMANCE **\$20⁸⁰**
Cash
\$3 Down

Silvertone
**BATTERY
RADIOS**

10-Tube
PERFORMANCE **\$32⁹⁵**
Cash
\$4 Down

7-Tube
PERFORMANCE **\$24⁷⁵**
Cash
\$3 Down



MOST POWERFUL . . . 3-BAND SILVERTONE BATTERY RADIO EVER SOLD at THIS LOW PRICE

- 20% to 30% LONGER BATTERY LIFE From New Economy Circuit. See picture "A" above.
- Amazingly Clear . . . Thrilling . . . GUARANTEED FOREIGN RECEPTION.

A Christmas Gift Supreme for homes without electricity. Its GREAT POWER will bring you and your family finer entertainment, more programs, greater educational advantages, more news events from foreign countries and American stations. This Silvertone will OUTPERFORM any battery radio in its price class; that's why we invite you to make our 15-Day "THRILL TEST" described below to compare it with other makes selling for \$60 to \$75.

Mighty 10-Tube Performance is achieved by our New Economy Superheterodyne Circuit using 8 newest type tubes (2 dual purpose). Its 3 Tuning Bands: Range, Foreign and Short Wave, 2.2 to 6.5 M.C. and 6 to 18 M.C.; American, 545 to 1720 K.C. get EVERYTHING you really want. The Automatic Volume Control, Variable Tone Control and New Type Dynamic Speaker furnish this Silvertone a smooth, mellow, rich voice that will instantly win the approval of all. Its extra large 6-inch "Band Spread" Dial is fast acting, accurate and dependable. The stylish cabinet has the more expensive, one-piece instrument panel and top of beautifully grained mahogany and walnut veneers. Size, 17 1/2 in. high x 17 1/2 in. wide x 12 1/2 in. deep. Complete with 8 Tubes, one 4 1/2-volt dry "A" or 4-volt storage battery and 2 "B" batteries. For Easy Terms, see Page 5. Not available.

57 VM 4539—With dry "A" battery. Shpg. wt., 71 lbs. **\$32.95**
57 VM 4540—With 4-volt storage battery. Shpg. wt., 72 lbs. **\$33.95**
57 V 5575—Aerial for above sets. Shpg. wt., 2 lbs. . . . **.69**



See Above **(B)**

far better and has a superior tone than their neighbors' radios of other makes costing two or three times more. Its improved, new economy Superheterodyne Circuit gives 7-Tube Performance from 6 newest type octal base tubes (1 dual purpose). New low drain tubes and an improved circuit provide 20% to 30% more life from batteries. The large P. M. Dynamic Speaker . . . Automatic Volume Control . . . and Tone Control furnish tone qualities you'd expect in \$35 to \$40 radios. Make our "THRILL TEST" and prove it to yourself. The cabinet, created by Sears, is one of the most attractive ever produced. Handsome walnut veneer front. Size, 16 1/2 x 16 1/2 x 12 1/2 in. deep. Complete with one 4 1/2-volt dry "A" or 4-volt storage battery and 2 "B" batteries. For Easy Terms, see Page 5. Not available.

57 VM 4498—With dry "A" battery. Shpg. wt., 63 lbs. **\$20.80**
57 VM 4499—4-volt storage battery. Shpg. wt., 68 lbs. **21.80**
57 V 5575—Aerial for above sets. Shpg. wt., 2 lbs. . . . **.69**

7-TUBE PERFORMANCE SUPERB ALL AMERICAN RECEPTION

- Brings In Far Away Stations Clearly
- Biggest Dollar Value in Its Class

NO OTHER BATTERY RADIO CAN EQUAL THIS SILVERTONE'S RECORD FOR PERFORMANCE . . . STYLE AND VALUE

- GUARANTEED . . . IMPROVED FOREIGN RECEPTION
- 30% to 50% Savings PROVED by Users Tests
- EXTRA LONG Service From IMPROVED BATTERIES

SAVE \$20 to \$30 . . . that's exactly what you will do when you buy this Silvertone and compare its performance with any other make having such a fine reputation, splendid quality and tremendous sales. This is a greatly improved model that brings in FOREIGN PROGRAMS and Long Distance American Stations with astounding clearness, beautiful tone and volume. You can verify this by making our 15-DAY "THRILL TEST" explained below. See illustration "C" above.

7-Tube Performance is obtained by using 6 newest type tubes; a new power output tube and one dual purpose, in an Improved Superheterodyne Circuit. 2 Bands . . . Wide Range: Foreign, 5.6 to 17.5 M.C.; American, 545 to 1720 K.C.; Police at 1720 K.C. Improved battery type, 6-inch Speaker . . . Automatic Volume Control . . . Tone Control . . . Automatic Economizer Tube . . . Marked Knobs. Large, 6-inch, easy-to-tune, etched metal airplane dial.

The charming design of the matched grain hardwood veneer cabinet with its set back type panels is exceptionally attractive. Size, 19 1/2 in. high, 15 in. wide, 12 1/2 in. deep. Complete with 6 Super Silvertone tubes, 3 plug-in "B" batteries, 1 plug-in 3-volt dry "A" battery. All enclosed in cabinet. For Easy Terms, see Page 5. Not available.

57 VM 4422—Not available. Shpg. wt., 65 lbs. **\$24.75**
57 VM 4423—With 2-volt storage "A" battery and 5 tubes. (Battery economizer tube not required with storage battery) otherwise same as above. Not available. Shpg. wt., 64 lbs. **\$25.75**
57 V 5575—Aerial for above. Shpg. wt., 2 lbs. . . . **.69**

Sears PROVE Silvertone Quality and Value by 15-DAY "THRILL TEST" NO-RISK

Silvertones have WON First Place in the homes and hearts of millions by actual comparison of tone, performance and beauty with the highest priced makes. Don't buy ANY other radio until you SEE and HEAR the Silvertone model you prefer. Notice the big saving of 30% to 50% you make at Sears. Order the model you prefer, send either full cash price or deposit with our Easy Payment Order Blank. USE the Silvertone . . . COMPARE it . . . TEST it thoroughly. Then, if you are not completely satisfied, return it to us in 15 Days and we'll refund your money, including transportation charges.

SAVE 30% TO 50%
ON RADIOS AT SEARS

SEARS ✓ PAGE 59

PRICE CUT $\frac{1}{4}$

FOR THIS CHRISTMAS EVENT



\$1.39

PLAID WAFFLE SET

If you would choose a gift that's different—one that is distinctive, yet not expensive, here's the answer! It's just the thing for a charming hostess when she serves waffles at the table. Set consists of covered batter pitcher, covered syrup pitcher and oblong tray. All are in the new checker plaid design that is so popular. And at Sears low price this set is a great bargain! May be had in blue, green or tangerine. State color wanted. Shpg. wt., 8 lbs. **35 V 8091...\$1.39**



32-Pc. Set

\$2.98

HEATHER BLOOM MAKES LOVELY GIFT DINNERWARE

Always a favorite, Heather Bloom is well nigh irresistible at this new low price! A set that will brighten up your table wonderfully. Made of fine quality ivory color semi-porcelain, decorated with huge pompons of bloom in shades of orange, orchid and green. Platinum colored edge lines.

32-Pc. Set. Consists of the following: 6 cups, 6 saucers, 6 dinner plates, 6 bread and butter plates, 6 sauce dishes, 1 11-inch platter and 1 open vegetable dish. Shipping weight, 19 pounds.

Reduced from \$3.89 especially for this Value Event! **35 V 249...\$2.98**

53-Pc. Set. Consists of: 8 cups, 8 saucers, 8 large dinner plates, 8 bread and butter and 8 sauce dishes, 8 soups, 1 medium platter, 1 open vegetable dish, 1 covered sugar bowl, (2 pcs.) and 1 cream pitcher. Shipping weight, 37 pounds.

Reduced from \$8.50. **35 V 249...\$6.95**



98c

NEW ICE BOX DISH SET

Mother or Sister couldn't wish for a nicer or more practical gift than this smart refrigerator set! Saves time and space—see what's in each dish at a glance. All containers have flat covers that permit stacking into three layers. Made of fine, clear crystal glass that's easy to keep clean. Consists of 1 large 8x8-in. dish; 2 medium 8x4-in. dishes and 4 small 4x4-in. dishes. All with tight fitting glass covers. Entire set stands 9 1/2 in. high. Shipping weight, 16 pounds.

35 V 2034...98c



32-Pc. Set

\$3.79

"BLUEBIRD," THE GIFT SUPREME

The promise of eternal springtime for her table. This unique pattern is exceptionally lovely, being decorated with bluebirds and apple blossoms, the symbol of peace and happiness. Smart new Montclair shape. Lovely ivory colored porcelain. Finest quality American semi-porcelain. Priced extremely low for this Christmas Sale. Composition of sets same as 35 V 249 above.

35 V 4207—State Size Set.
32 Pieces. Shpg. wt., 20 lbs....\$3.79
53 Pieces. Shpg. wt., 36 lbs....7.49

CHROMIUM PLATED BIRD CAGE

\$2.29
Cage Only



Chromium plated bird cage, 11 1/4 x 17 1/2 inches high. Has built-in bath, easy to clean, pull drawer base, wire seed guard, complete with perches, seed cups and spring. Modernistic stand, 67 in. high, has chrome plated loop, black enameled stand and heavy base. Shipping wt., 18 lbs.

11 V 07448...\$3.98

11 V 07449
Cage Only. Shpg. wt., 6 lbs....\$2.29



BUILT-IN BIRD BATH

• Sanitary Slide-Out Bottom.
• Cage and stand \$6.95 value.



\$1.98

23-PIECE CHINA TEA SET

Surprise her this Christmas with a beautiful imported Oriental tea set! And this is a set that usually sells for much more than this low price! Colors are ivory and blue, decorated with plum blossoms in tangerine on graceful jet black stems. An exceptionally fine value! Set consists of 6 cups, 6 saucers, 6 tea plates, 1 creamer, 1 covered sugar bowl and 1 covered tea pot. Shipping weight, 12 pounds.

35 V 8083—Special Gift Price \$1.98



Siphon Bottle

\$2.87

Compares with \$5.00 bottles! Ideal for sodas and drinks. Uses hydrant water. Recharge bulbs cost less than 5 1/2c each. Made of heavy stainless steel. Will give long service. Holds 1 quart. Shipping weight, 2 lbs.

11 V 5728...\$2.87
11 V 5729—10 Recharge Bulbs. (1 bulb makes full quart.) Shpg. wt., 1 lb....54c

Redwood Gifts **89c** Each

(A) Nut Bowl and Maillet. Pieced California Redwood. Bowl is in beautiful matched wood, 9 1/2 in. in diameter. Shpg. wt., 1 pound.

11 V 5214...89c
(B) Fruit Bowl. Same material as above. About 10 1/2 inches in diameter. Shipping weight, 1 lb. 14 oz.

11 V 5208...89c

Caster Set

\$1.19

The Ideal Gift! Revolving chrome plated tray on glass base. Bakelite center post. Holds salt, pepper, vinegar, and oil bottles, mustard and horseradish jars. An unusually smart set, and a nicer Christmas gift couldn't be found. Shipping weight, 5 pounds.

35 V 2538 \$1.19

Children's 3-Piece Set **47c**

(A) Santa Claus couldn't bring your children a cuter present than this Mickey Mouse dish set! 7-in. plate, 5 1/4-in. oatmeal dish and 6-oz. mug. Shpg. wt., 2 lbs. 8 oz.

35 V 8000...47c
(B) 35 V 192—Mickey Mouse Tumbler. Cap., 9-oz. Shpg. wt., 2 lbs. 3 for...17c

Jumbo Hamper **\$3.89**

Flat woven fiber with braid trim at top and bottom. Polished pyralin top. Chrome inlay handles. Size, 12x20 1/2 x 27 1/2 inches high. An outstanding value, and an ideal gift for any home. State choice of Blue, Green, Orchid, Ivory or Black and White.

Shipping weight, 14 pounds.
11 V 06819...\$3.89

A Merry Christmas to You

FREE GIFT

With Purchase of Any Article on This Page



\$19.95

\$30.00
Value

Heatmaster Automatic Roaster and Timer

How she'll appreciate THIS gift! In addition to the most complete, full size roaster on the market today, we give you FREE a \$5.70 "Mark-Time" Switch which allows the roaster to turn on or off automatically within a period of 5 hours. Gives you the important features of the most expensive electric range—automatic heat and time control. Roasts—bakes—boils—stews—fries—broils—grills—toasts! Holds 17-lb. turkey. Costs as little as 2 cents an hour to operate. Porcelain enamel inset pan. Three aluminum inset pans (two 2½-qt. and one 5-qt.). Removable broiling unit in lid. Ivory color baked enamel with dark blue trim. Lgh., 18½ in.; width, 13 in.; ht., 12 in. Food rack for broiler. Maintains any heat to 500° F. Listed by Underwriters and approved by Good Housekeeping. For 110-120-volt A.C. only. 6-ft. cord. Instructions. Easy Terms!—Page 5.

20 V 1966—Shipping weight, 33 pounds..... \$19.95



Deluxe Powermaster Standard

\$15.75

A \$25.00 value! Mixes, whips, beats, mashes, stirs, extracts fruit juices. Powerful 3-speed motor. Portable for mixing over stove. Built-in power outlet for attachments. (See our General Catalog for attachments.) White baked enamel finish. 2 green glass bowls, white porcelain enamel juice extractor bowl, 2 beaters, drink mixer, instructions and recipes. Listed by Underwriters. For any 110-120-volt current. With FREE transparent rubber dust cover. Shpg. wt., 21 lbs.

20 V 15851 — \$15.75

A \$14.95 value!

No finer mixer at anywhere near this price! Ivory color baked enamel finish. 2 green glass mixing bowls, drink mixer, juice extractor. Instructions and recipes. Listed by Underwriters. For any 110-120-volt current. Slightly smaller and less powerful than mixer at left, and without power outlet—but by far the finest mixer you can buy at this price! With transparent rubber cover FREE. Shipping weight, 21 pounds.

20 V 16691.....\$9.75



Percolator Heatmaster Toaster

\$2.95

The finest aluminum percolator we know of—with an aluminum toast and waffle cover FREE! 9-cup capacity. Extra heavy gauge metal. Fiber feet. Highest grade element. Cool black handle. Listed by Underwriters. For any 110-120-volt current. Detachable cord and plug. Shipping weight, 4 pounds 4 ounces.

20 V 86901.....\$2.95

Automatic! Heat turns off and bell rings when bread is toasted. Controlled heat keeps bread warm. "Turn-over" type. Toasts 2 slices. Mica elements. Chromium finish. Cord and plug. Instructions. Listed by Underwriters. For 110-120-volt A.C. only. Aluminum toast and waffle cover FREE. Shpg. wt., 3 lbs. 8 oz.

20 V 19721.....\$4.45

KENMORE Cleaner—The Perfect Gift

Reg. U.S. Pat. Off.

It's unbelievable—the gift opportunity of a lifetime! You get a fine 6-piece set of attachments ABSOLUTELY FREE when you buy this KENMORE!

Try the KENMORE for 10 days. Use it in your own home. Compare it with cleaners costing twice as much. If it isn't the finest cleaner you've seen at anywhere near this price, send it back, along with the attachments, and we'll refund every cent you've paid, including shipping costs.

Its BEATING—SWEEPING—SUCTION action takes the dirt out without injuring rugs. It has nozzle adjustment for rugs of different thicknesses... molded rubber furniture guard... sturdy polished aluminum castings... 3-position pistol grip handle... motor driven center sweep brush... powerful vertical bronze bearing motor... 20-ft. cord with rubber plug. Listed by Underwriters' Laboratories. For any 110-120-volt current. Shipping weight, 22 pounds.

20 V 9892—Cash...\$23.95

Easy Payment Price (\$3 down; \$3 a month).....**\$26.45**

For Easy Payments See Page 5. Use Easy Payment Order Blank.

32-volt cleaners available at same price; shipped from factory at Chicago, Ill., and you pay postage from there. Order from nearest Mail Order House.



Heatmaster

Waffle Iron

Automatic! Perfect waffles every time! Rustless chromium finish. Cool bakelite handles. 8-in. cast aluminum grids. Highest grade long-life element. Detachable cord and plug. Listed by Underwriters. For 110-120-volt A.C. only. Chromium plated batter ladle FREE. Shpg. wt., 8 lbs.

20 V 11891 \$5.75

Heatmaster

Toaster-Grill

4-in-1! Bakes waffles! Toasts sandwiches! Grills and fries eggs, chops, etc. Chromium finish. Bakelite handles. Cord and plug. Grids, 5½x8½ inches. Listed by Underwriters. For any 110-120-volt current. Handy spatula FREE. Shipping weight, 9 lbs. 8 oz.

20 V 18861...\$3.75

Heatmaster

Automatic Iron

800 Watts. Saves current—time—clothes! Fully chromium plated. Cool handle, thumb rest. Weighs 6½ lbs. 14% more ironing surface than most irons. Listed by Underwriters. For 110-120-volt A.C. only. FREE Retractor cord set. Shpg. wt., 7 lbs. 8 oz.

20 V 45401...\$3.98

SEE SEARS BIG CATALOG FOR OTHER ELECTRICAL VALUES

SEARS

PAGE 61



TAM

Gift Shirts... ANY ONE

INDIVIDUALLY MONOGRAMMED FOR ONLY

A rich looking monogram on the sleeve adds a dollar's worth of smartness—a dollar's worth of personality—to ANY dress shirt. Each initial is 1/2-inch high, embroidered on the left sleeve. COLORS: Navy, Green, Brown, Maroon, Yellow, White. **HOW TO ORDER: PRINT INITIALS** plainly, and state color wanted. Add to your remittance the charge for monogramming.

13c
EXTRA
Each Shirt

BROADCLOTH WITH
INTERWOVEN RAYON

THE SHEEN OF SILK
... IT GLISTENS



Something He'll Remember!

\$1.35
EACH

3 FOR
\$3.95

Beautifully tailored shirts made of a fabric that steps right out of the "ordinary" class and distinguishes itself with a richer luster. Actually made of strong cotton broadcloth flashed up by interwoven rayon yarns. Guaranteed pre-shrunk, vat-dye colors. Attached soft collar and one pocket. A very impressive gift in its transparent wrapper. Shpg. wt., ea., 11 oz.; of three, 1 lb. 13 oz. HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. State size and sleeve length.

33 V 290—White

33 V 291—Blue

And Sanforized-Shrunk

89c
EACH

3 FOR
\$2.59

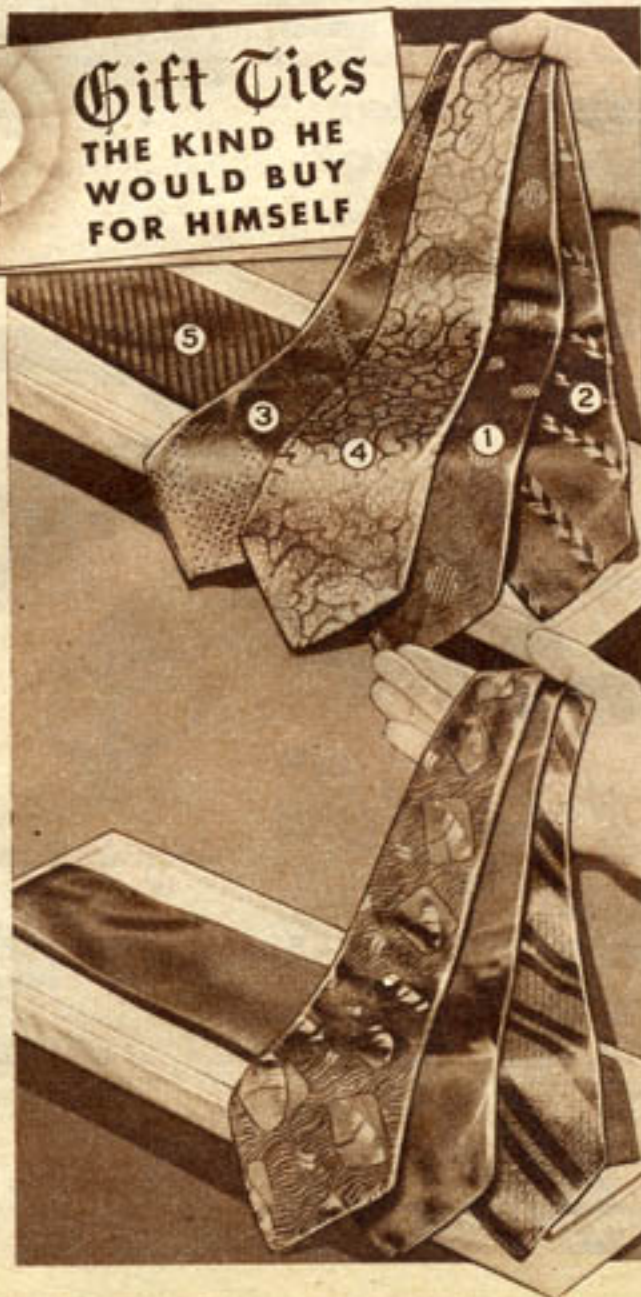
Only GOOD shirts are Sanforized... it's the best shrinking process known. And only GOOD broadcloths are made of such fine COMBED cotton yarns. You'll recognize the tailoring as the \$1.29 kind. Vat-dye colors. Transparent wrapper. Attached soft collar. Shpg. wt., ea., 11 oz.; 3, 1 lb. 13 oz. HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. State size, sleeve length and color.

33 V 360—Plain White 33 V 361—Plain Blue
33 V 362—Patterns in Blue, Tan or Gray



Gift Ties

THE KIND HE
WOULD BUY
FOR HIMSELF



Real Beauties Hand Tailored

49c
EACH

Your choice of five types of patterns—in a wide choice of colors—every one a new creation, woven especially for the 1937 Holiday season! Wool bias cut lining and patented resilient construction. Fine Bemberg and other rayon. Each packed in a gift box. Order two or three—they're gifts you'll be proud to give.

PATTERNS: (1) Figures. (2) Stripes. (3) Satins in Plaid Effects. (4) Persians. All offered in GROUND COLORS: Blue, Maroon or Brown.

PLAIN COLORS: (5) Blue, Gray, Maroon, Brown, Black or Green. State pattern number and color.

33 V 8414—Shipping weight, 3 ounces.

A Big Handful of Super Values

29c
EACH

Some of the finest 50c ties a man ever snugged up to his collar. Good looking cheerful patterns and rich plain colors made of silk-like rayon fabrics. Machine tailored with a wool and cotton mixed lining. Each tie individually boxed, unusual at this price.

COLORS: Blue, Maroon or Brown. State color. Shipping weight, 3 ounces.

33 V 8423—Plain Colors
33 V 8424—Figures
33 V 8425—Stripes

Non-Wilt Collars—In Box

Usual \$1.95 shirts in everything but price. Patterns are woven right in the lustrous cotton shirtings (not printed). Plain white is cotton broadcloth of unusually high thread count. Collars are fused... won't wilt, wrinkle or curl. Guaranteed PRE-SHRUNK for lasting fit. VAT-DYE colors.

HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. State size and sleeve length. Shpg. wt., each, 1 lb. 3 oz.; 3, 3 lbs. 5 oz.

33 V 240—Plain White
33 V 241—Blue Check

33 V 242—White with Blue Woven Figures

\$1.59 EACH

Gift Accessories

REAL ASSETS TO A GENTLEMAN'S
WARDROBE... MONEY-SAVING PRICES



Wool Worsted Mufflers

Guaranteed to please men of all ages! Made of all wool worsted (that means only the longest and strongest wool yarns are used). A variety of colorful smart plaid patterns all similar to illustrations. A real thrift-gift! About 11½x48 inches including the fringe. Attractively packed in gift box.

COLORS: Blue, Maroon, Brown or Gray. State color wanted.

33 V 9582—Shipping weight, 7 oz.

47c
EACH



New 3-in-1 Gift Set!

1... Belt made of box grain bridle leather, 1½ inches wide. 2... INITIALLED buckle, two-tone silver and gold finish. 3... Good looking ash tray of fireproof plastic barwood.

EVEN SIZES: 30 to 42-inch waist. State size and PRINT INITIAL. Any initial except I, O, Q, U, V, X, Y or Z. Shipping wt., 13 oz.

33 V 8900—Black 33 V 8901—Brown

79c
A SET



BIG SOFT "BEACONS" A GOOD BET FOR DAD

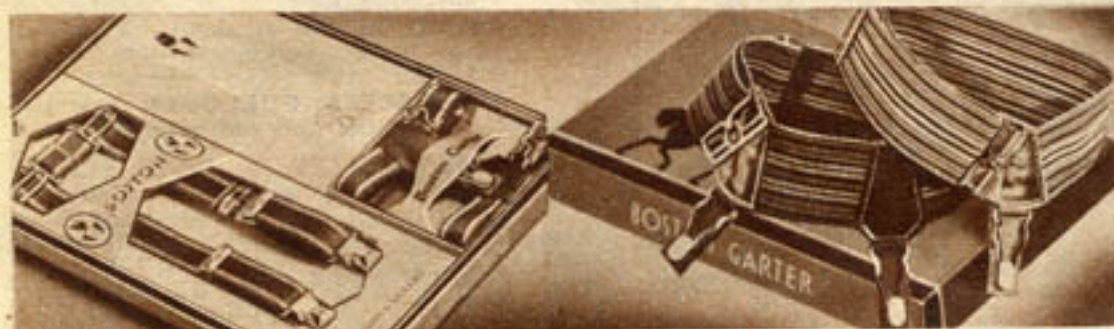
Robes are one of those much-needed accessories that a man just won't buy for himself... that's why gift robes are always received so heartily. This one is made of "Beacon" cotton blanket cloth, extra warm and extra comfortable because it's EXTRA HEAVY. Double shawl collar. Big roomy sizes. Full cord trim. All seams strongly reinforced. Three pockets. Rayon cord girdle. Packed in gift box. Assorted patterns.

COLORS: Blue, Brown or Gray.

EVEN SIZES: 34 to 48-inch chest. State size and color.

33 V 7499—Shpg. wt., 3 lbs. 8 oz.

\$3.95
EACH



Garter-Suspender Set

Suspenders have new clip ends and adjustable "H" back that gives free action. Single grip garters have satin-faced pads.

COLORS: Blue, Maroon, Brown. Also Black with White. State color.

33 V 8606—Shipping weight, 12 ounces.

79c
A SET

"Velvet Grip" Garters

Famous Boston brand... with the silk-faced satin pads. Nickel plated steel metal parts. Boxed with Holiday cellophane. Shipping weight, a pair, 3 ounces.

33 V 9112—Double Grip..... 33c

33 V 9114 Single Grip..... 25c



3 FEATURES MAKE IT AN IDEAL Gift Work Shirt

1. It's cotton covert cloth, tightly woven, won't show dirt or grease readily.
2. It's Sanforized-Shrunk... No amount of washing can shrink it out of fit.
3. It's a Heavyweight... One of the strongest and most durable of its kind.

Made in coat style with two button-through pockets, triple stitched main seams and non-rip sleeve facings. Worth 98c!

HALF SIZES: 14½ to 17. State size. Shipping weight, each, 15 ounces; three, 2 pounds 9 ounces.

33 V 575—Blue 33 V 576—Gray
33 V 577—Tan

69c Each 3 for \$2.00



ALL PAJAMAS ARE NOT Gift Pajamas THESE ARE!

Royal Ascot
\$1.45 A Suit 2 for \$2.79

You know Royal Ascot dress shirts... You know their reputation for style, fabric and tailoring... Here's that same measure of quality in Royal Ascot Pajamas. Very latest patterns in fine quality cotton broadcloth and silk-like luster sateens. Regular \$1.65 to \$1.95 values. Covered side elastic in trousers for comfort. Assorted colors.

SIZES: A (34 to 36); B (38 to 40); C (42 to 44); D (46 to 48); E (50 to 52-inch chest). Order by size letter. Shipping weight, a suit, 14 ounces; of two, 1 pound 10 ounces.

33 V 7353—Notch Collar Coat
33 V 7354—Middy Style
33 V 7355—Coat Style

WARM FLANNELETTE
89c A Suit 2 for \$1.75

Comfortable flannelette pajamas. Cut big for a roomy fit and made in attractive striped patterns. Trousers have an elastic insert in waistband. Coat style is frog trimmed and has military style collar. Medium weight. Assorted patterns and colors.

SIZES: A (34 to 36); B (38 to 40); C (42 to 44); D (46 to 48); E (50 to 52-inch chest). Order by size letter. Shipping weight, each, 1 pound; of two, 1 pound 14 ounces.

33 V 974—Military Coat Style
33 V 975—Middy Style

SEARS ✓ PAGE 63

"Boy--are we lucky"

Gift Sweaters

"TWINS" WITH THE
NEW SHORT NAP!
REAL BEAUTIES



FOR MEN

\$3³⁹
EACH

FOR BOYS

\$2⁹⁸
EACH

ALL WOOL . . . Soft and springy, slightly napped, firmly knit. Famous "Supreme" Label inside certifies that all yarns used are wool.

SHIRRED BACK . . . Gives Free-swing action, adds to its smartness. Man or boy, it's a feature he'll like.

FULL ZIP COAT has knitted tabs and metal rings for neater fit. Two pockets. V-shaped neck.

TAPED SEAMS at shoulders make it neater inside. Full length slide fastener is rustless.

SLEEVELESS PULLOVER has U-V Neck. Comfortably proportioned.

MEN'S SIZES

EVEN SIZES: 34 to 44. *State size.*
Shpg. wt., 1 lb. 7 oz.

33 V 1515
Blue Heather

33 V 1516
Brown Heather

BOYS' SIZES

EVEN SIZES: 28 to 36-inch chest. *State size.* Shipping weight, 1 lb. 6 oz.

33 V 1714
Blue Heather

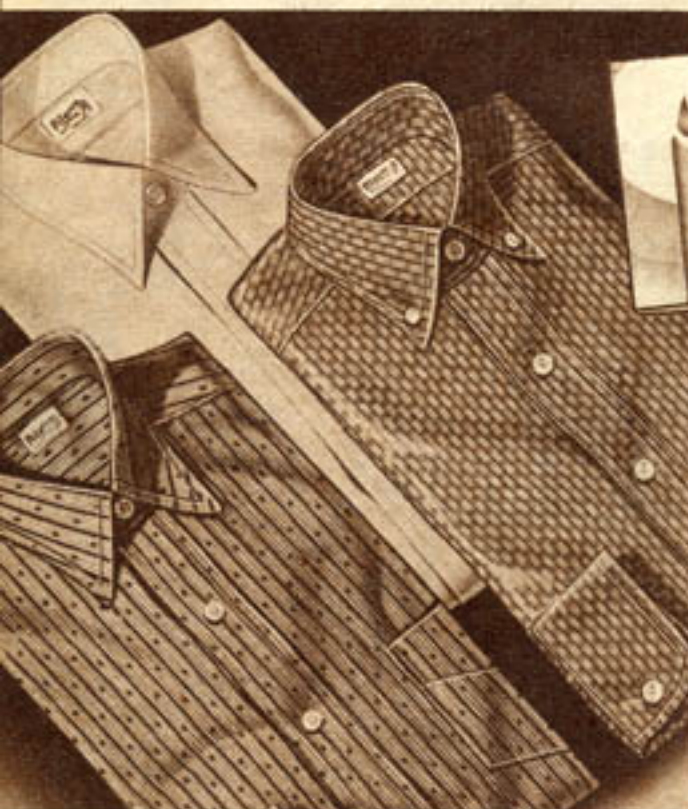
33 V 1715
Brown Heather



MONEY-SAVING

Gift Ideas

FOR BOYS 6 TO 16 YEARS



Boys' Pre-Shrunk Gift Shirts

79¢
EACH

3 FOR

\$2²⁹

Pressed with the collar in "stand-up" position to make it more attractive in its shiny transparent gift package. All pre-shrunk. Plain white is sturdy cotton broadcloth; patterns are fine count cotton shirting, all vat-dye fast colors.

JUVENILE SIZES: 8, 10, 12 years. *State age-size.* Shipping weight, each, 7 ounces; 3, 1 pound 1 ounce.

BOYS' SIZES: 12½, 13, 13½, 14, 14½-inch neck. *State size.* Shpg. wt., each, 9 oz.; 3, 1 lb. 7 oz.

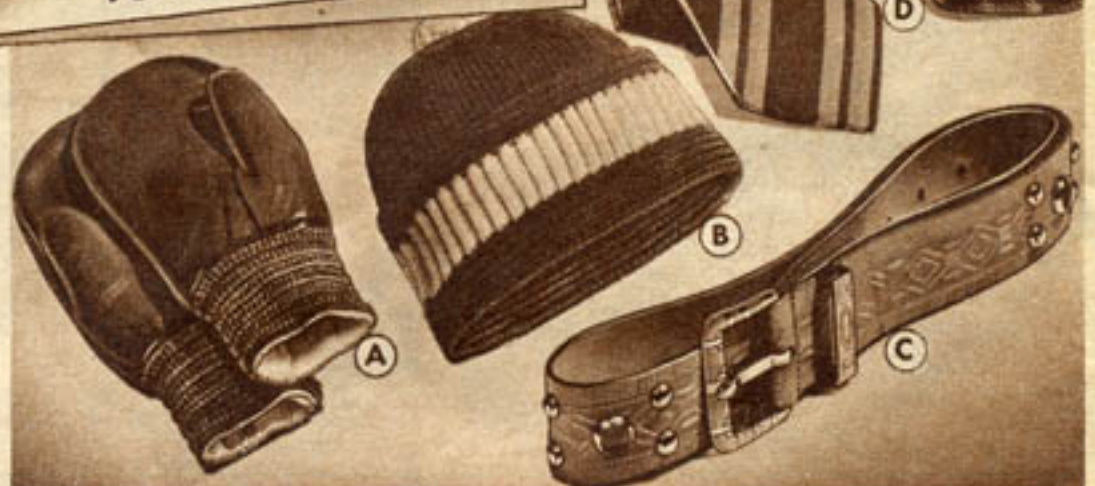
Regular Soft Collar

33 V 1405—White

33 V 1406—Patterns

Button-Down Collar

33 V 1407—Patterns



A Boys' Lined Mittens

Young America's favorite mittens. Genuine grain cowhide, chrome tanned, soft and flexible. Warm and soft fleeced cotton lining. Snug elastic web wrist. Shipping weight, 6 oz.

SIZES: 5 to 14 years. *State age-size.*
33 V 3953—Tan
33 V 3954—Brown **33 V 3955—Black**

B Wool Hockey Cap

Not just wool—but **worsted** wool—that means only the longest, strongest wool yarns are used. Snappy colors with contrasting trim. ONE SIZE, fits every boy. Shipping weight, 4 ounces.

33 V 4940—Maroon **33 V 4941—Navy**
33 V 4942—Royal Blue **33 V 4943—Brown**

C Boys' Western Belt

A new copy of the big studded belts. Full grain cowhide leather in hand tooled effect, decorated with sparkling jewel stones and metal studs. Engraved style nickel plated steel buckle and loop. Shipping wt., 4 oz.

EVEN SIZES: 24 to 30-inch waist. *State size.*
33 V 8925—Black **33 V 8926—Tan**

D Patterned Ties

Young fellows like their ties plenty "hot"—and these are! Easy to tie and keep in shape. Durable rayon fabrics. In attractive gift box. Shipping weight, 4 ounces.

COLORS: Blue, Red, Brown or Green. *State color.*
33 V 8540—Stripes **33 V 8541—Plaids**

Gift Gloves FOR HIM

RICH LEATHERS WITH THE SMOOTH, QUALITY FEEL THAT MEN LIKE



All Fur Lined Warm and Soft

GENUINE CAPESKIN LEATHER **\$2.49** A PAIR

Supreme gift glove of the season—Noticeably superior by any standard of comparison! Warm—every inch lined with clipped cone (rabbit fur). Button top has wind-shield for extra protection against cold.

Dressy—Leather is chrome tanned for softness, back has hand staggered effect, full outseam sewn for better fit. Each pair individually packed in gift box.

HALF SIZES: 8 to 10½. State size. Shpg. wt., 6 oz.
33 V 4247—Brown
33 V 4248—Black

Proved by CCC Men

Chopper is Grain cowhide leather, chrome tanned; adjustable leather strap on back. Removable liner is firmly knit of 44% wool yarns, balance cotton. Shipping weight, 9 ounces.

Men's Sizes: Large and extra large. State size.
33 V 4430—Tan 33 V 4431—Black
Boys' or Youths' Sizes: Same as above but made for youths and larger boys. One size only.
33 V 3978—Tan

89c A PAIR

Lined Capeskin

Choice of two popular styles in smooth chrome tanned leathers. Neatly patterned lining of rayon and cotton fleece. Half outseam sewn. Stitched backs. Shipping weight, 5 ounces.

98c A PAIR

HALF SIZES: 7½ to 10½. State size
Button Top 33 V 4206 Brown
33 V 4207 Black
Slip-On 33 V 4226 Brown
33 V 4227 Black

Smooth Horsehide

If he's hard on dress gloves—he'll appreciate these. Smart and dressy—yet they'll stand up and "take it"—won't scuff. Made of all grain side chrome-tanned horsehide. Fleece rayon and cotton lining. Outseam sewn, stitched backs. Adjustable strap at wrist.

\$1.49 A PAIR

HALF SIZES: 8 to 10½. State size. Shipping weight, 6 ounces.
33 V 4231—Black

Gift Gloves FOR EVERY STYLE A HIT..

IO TO I SHE NEEDS THEM .. WOMEN ALWAYS DO



Lined Lambskin

98c A PAIR

Winter warmth—plus fashionable style and sleekness. Soft chrome tanned leather lined with fleeced rayon and cotton. Stitched backs. Half outseam sewn.

HALF SIZES: 6 to 8½. State size. Shipping wt., a pair, 4 oz.
Snap Fastener Wrist 33 V 3670—Black 33 V 3671—Brown
Slip-On Model 33 V 3672—Black 33 V 3673—Brown

The "Continental"

69c A PAIR

A new creation in double woven cotton chamou-suede fabric. Back is streamlined by a design in hand-sewn stitching. Cuff strap is also hand sewn. Shirred elastic for better fit. Overseam sewn. Made in Czechoslovakia.

COLORS: Black, Brown or Navy Blue. HALF SIZES: 6 to 8½. State size and color.
33 V 2609—Shipping weight, 3 oz.

Genuine Kidskin

\$1.98 A PAIR

Every woman knows the thrill of fine kid. Hand sewn rolled top and embroidered backs. Cuffs are gathered and flared. Table cut. Overseam sewn. Made in Czechoslovakia.

COLORS: Black, Brown or Navy Blue. Quarter Sizes: 6 to 8. State size and color.
33 V 3005—Shipping wt., 4 oz.

A New Lead for 1938 Styles

LIGHT WEIGHT CAPESKIN **\$1.49** A PAIR

A different twist to the way they're fashioned. Pattern cut for a neater fit. Contrasting stitching on back has a slenderizing effect. Self bound top. Half pique sewn.

COLORS: Black or Brown. QUARTER SIZES: 6 to 8. State size and color.
33 V 3080—Shpg. wt., 4 oz.



MEN'S HUSKY HI-CUTS

\$3⁴⁹
PAIR

\$2³⁹
PAIR



Solid Leather

—Double-tanned black cowhide leather uppers—Two oak-tanned leather soles, brass plated nailed and sewed—Vamps triple-stitched with strong harness thread—Sturdy sole leather counters—Grain leather insole—13-nail rubber heels

Hi-Cuts like these make just the kind of gift many men prefer!

MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Wide width. *State size.* Shipping weight, 4 pounds 2 ounces.

67 V 4961—Pair.....**\$3.49**

Economy Value

—Sturdy, serviceable waxed black split cowhide leather uppers—Moisture-resisting rubber caulk welts moulded to extra thick "Compo" outsoles—Leather insoles—13-nail rubber heels

Sturdy and serviceable—they'll give you more than your money's worth of long satisfactory wear. Make fine gifts, too.

MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Wide width. *State size.* Shipping weight, 4 pounds, 4 ounces.

67 V 4962—Pair.....**\$2.39**

GIVE Slippers



Leather Sole Hi-Lo Style

98c
PAIR

—Fine quality brown felt uppers—Warm checked "up-or-down" collar—Kid leather reinforced toe—Sturdily reinforced counter—Tough, pliable leather sole—Comfortable rubber heel

MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Wide width. *State size.* Shipping weight, 1 pound 8 ounces.

67 V 3904—Pair.....**98c**

BOYS' HUSKY HI-CUTS FOR SCHOOL AND PLAY



←2-IN. BLANKET LINED TURN-DOWN CUFF

\$2⁹⁸
PAIR

—Brown elk-grained leather uppers—2-inch blanket lined "up-or-down" cuff—Goodyear sewed soles—One-piece grain leather insole—Tire-Cord sole and heel

BOYS' SIZES 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5 and 5½. Wide width. *State size.* Shipping weight, 3 lbs. 6 oz.

67 V 5632—Pair.....**\$2.98**

Rugged

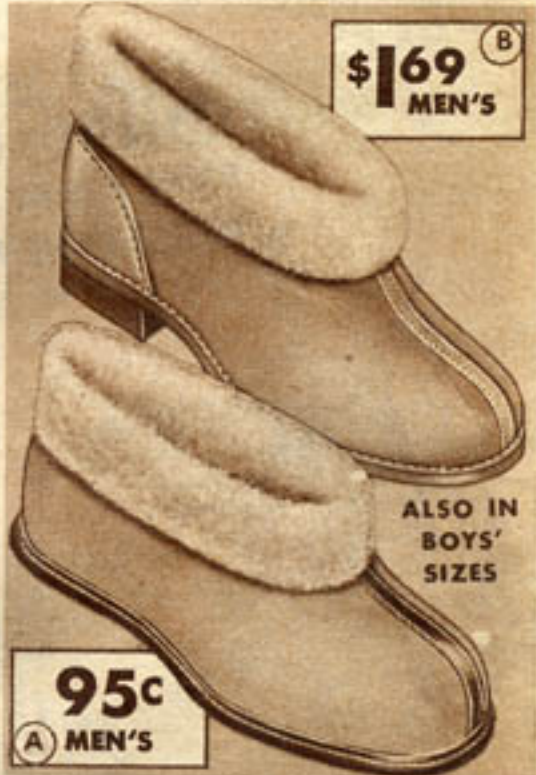
—Black elk-grained leather uppers—Leather insole—Moisture-resisting caulk welt—"Compo" outsole—Rubber heel

Wide width. *State size.* BOYS' SIZES 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½. 12 in. high. Shipping weight, 3 pounds.

67 V 5602—Pair.....**\$2.59**

SMALL BOYS' SIZES 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½. 11 in. high. Shipping weight, 2 pounds 8 ounces.

67 V 5603—Pair.....**\$2.29**



\$1⁶⁹
MEN'S

ALSO IN
BOYS'
SIZES

95c
A MEN'S

Warm Sheep Wool Lined

MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. BOYS' SIZES 1, 2, 3, 4 and 5. Wide width. *State size.*

(A) Economy Priced—Natural color sheepskin wool felt uppers—Chrome-tanned natural color leather sole

67 V 3908—MEN'S. Shipping weight, 14 ounces. Pair.....**95c**

67 V 3962—BOYS'. Shipping weight, 12 ounces. Pair.....**89c**

(B) Leather Soled—Natural color sheepskin wool felt uppers—Oak-tanned leather sole—Rubber heel

67 V 3937—MEN'S. Shipping weight, 1 pound 6 ounces. Pair.....**\$1.69**

67 V 3963—BOYS'. Shipping weight, 12 ounces. Pair.....**1.59**

SEE SEARS GENERAL

PRACTICAL AND COMFORTABLE



5
INCHES
HIGH
AT
BACK

Flexible Hand Turned

—Soft brown elk-grained leather uppers—Tough oak tanned leather soles—Comfortable rubber heels

Hand turned soles—mark of flexible comfort and superior quality. MEN'S SIZES 6, 7, 8, 9, 10 and 11. Wide width. State size. Shipping weight, 1 pound 6 ounces.

67 V 3914—Pair.....\$1.49

Soft, Pliable Comfort

—Soft, pliable black kid-skin leather uppers—Flexible oak-tanned leather soles—Leather lined quarter—Live rubber heels

A style any man will like! MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Wide width. State size. Shipping weight, 1 pound 8 ounces.

67 V 3944—Pair.....\$1.79

"OLD
RELIABLE" \$1.85
MEN'S

—Soft, pliable kidskin leather uppers—Long-wearing kid leather lined quarter—Drill ble stitchdown construction—Flexible grain leather midsole—Oak-tanned leather outsole—Rubber heel

Sears finest slipper—the "Gift of Gifts" for both Father and Son! Wide width. Order half size larger than shoe.

MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Shipping weight, 2 pounds.

67 V 3936—Brown Pair.....\$1.85
67 V 3946—Black Pair.....\$1.69
BOYS' SIZES 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, and 5½. Shipping wt., 1 lb. 5 oz.



\$1.49^D
PAIR



89c^F
MEN'S



\$1.10^H
PAIR



98c^C
PAIR



89c^E
MEN'S



89c^G
PAIR



65c^J
MEN'S

TOE DESIGN
OF BOYS' STYLE



(C) Leather Soled Felt
—Soft gray felt uppers—Reinforced, tipped toe prevents scuffing through—Sturdy counter—Flexible stitchdown construction—Oak-tanned leather sole—Comfortable rubber heel
MEN'S SIZES 5, 6, 7, 8, 9, 10, 11 and 12. Wide width. State size. Shipping weight, 1 lb. 4 oz.

67 V 3901—Pair.....98c

(D) Felt Lined Boots
—Soft, brown genuine kidskin uppers—Warm sheepskin collar—Comfortable, padded chrome leather sole and heel. Wide width. State size.
MEN'S SIZES 6, 7, 8, 9, 10 and 11. Shpg. wt., 1 lb. 2 oz.

67 V 3900—Pair.....\$1.49

(E) Stylish New Everett
—Alligator grained black leather-like fabric uppers—Semi-hard, flexible leather sole—Rubber heel
Wide width. State size.
MEN'S SIZES 6, 7, 8, 9, 10 and 11. Shpg. wt., 1 lb. 6 oz.

67 V 3947—Pair.....89c

BOYS' SIZES 1, 2, 3, 4, 5.

67 V 3967—Shpg. wt., 12 oz. Pair.....79c

(F) Soft Elk-Grained Leather
—Brown elk-grained cowhide leather uppers—Cotton fleeced lining—Padded chrome leather sole and heel. Wide width. State size.
MEN'S SIZES 6, 7, 8, 9, 10, 11, 12. 67 V 3919—Shpg. wt., 12 oz. Pr. 89c
BOYS' SIZES 1, 2, 3, 4, 5. 67 V 3959—Shpg. wt., 11 oz. Pr. 79c

(G) Novelty Pattern
—Smartly checked arctic cloth uppers with contrasting felt trim—Padded chrome leather sole and heel. Wide width. State size.
MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shpg. wt., 1 lb. 2 oz.

67 V 3905—Brown and White, Brown Trim

67 V 3911—Black and White, Black Trim

Pair.....89c

(H) Semi-Hard Leather Sole
—Brown kidskin leather uppers—Comfortable roomy last—Rubber heel. Wide width. State size.
MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shpg. wt., 1 lb. 2 oz.

67 V 3917—Pair.....\$1.10

(J) Bargains!
—Sturdy brown felt uppers, leather tipped to prevent scuffing through—Comfortably padded chrome leather sole and heel
Wide width. State size.
MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shipping weight, 15 ounces.

67 V 3912 65c

Pair.....

BOYS' SIZES 1, 2, 3, 4 and 5. Shipping weight, 9 ounces.

67 V 3965 59c

Pair.....

FOR
WOMEN!



(D) \$1.64
Pr.

(C) \$1.00
Pr.

"HOLLY DAY" SUGGESTIONS



(B) \$1.39
Pr.

(A) 59c
Pr.

FOR
CHILDREN!

- (A) **Misses' Choice**
—Bright rayon velvet
—Matching rayon lining
—Padded leather sole
—Low comfortable heel

SOMETHING NEW! Hi-front D'orsay just like Mother's. Snug, comfortable, long-wearing. Colorful braided trim and pompon. Corded center seam. HOLIDAY SAVINGS.

GIRLS' SIZES 9, 10, 11, 12, 13, 1, 2, 3. Wide width. State size. Shipping weight, 15 ounces.
15 V 945—Red.
15 V 946—Blue. Pair.. 59c

- (C) **Mother's Romeo**
—Soft kidskin uppers
—Easy-flexing semi-hard leather soles —Elastic goring —Rubber heels

The perfect gift for mother or daughter... a pair of these handsomely feminine, down-right comfortable Romeos!

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping weight, 1 pound 4 ounces.
15 V 3646—Brown.
15 V 3647—Black. Pair..... \$1.00

- (B) **Christmas Cheer**
—Natural sheepskin bootie
—Sheep's wool lined throughout

—Brown rayon plush collar
—Flexible hard leather sole

Downy, warm sheep's wool... the softest, snuggliest lining in the world! No wonder children love these slippers.

GIRLS' AND BOYS' SIZES 9, 10, 11, 12, 13, 1, 2. Wide width. State size. Shpg. wt., 15 oz.
15 V 947—Pair..... \$1.39

- (D) **A Warm Gift!**
—Genuine natural color sheepskin leather outside —Fleecy sheep's wool lining, cuff and sock lining —Flexible hard leather sole; rubber heel

Sheepskin booties! Warmest, most comfortable slippers you can own. SPECIAL HOLIDAY PRICE. Order early.

WOMEN'S SIZES 3, 4, 5, 6, 7, 8, 9. Wide width. State size. Shpg. wt., 1 lb. 4 oz.
15 V 3664—Pair..... \$1.64



Giftworthy

Slippers to Carry Your Greetings

DESCRIPTIONS OF SLIPPERS ON OPPOSITE PAGE

(E) Christmas Savings

- Rich, rayon velvet D'orsay
—Warm sheep's wool cuff
—Padded leather sole
—1½-inch covered heel

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.
15 V 3668—Red.
15 V 3669—Blue.
15 V 3670—Black. Pr. \$1.19

(G) Worth \$3.00 a Pair

- Fine quality kidskin —Full sheep's wool lining and cuff
—Flexible hard leather sole
—Low rubber heel

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 6 ounces.
15 V 3661—Red.
15 V 3662—Blue.
15 V 3663—Black. Pr. \$2.39

(J) Butterfly Bow

- Floral printed rayon crepe
—Soft padded leather sole
—1½-inch covered heel

Slippers, to give or to keep! WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.
15 V 3686—Burgundy.
15 V 3685—Blue.
15 V 3687—Brown. Pr. \$1.00

(L) What a Comfort!

- Fine soft rayon velvet
—Flexible hard leather sole
—1½-inch covered heel

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.
15 V 3665—Red.
15 V 3666—Blue.
15 V 3667—Black. Pair.. 98c

(N) In Best of Taste

- Rich looking rayon velvet
—Printed rayon crepe panel
—Flexible hard leather sole
—1½-inch covered heel

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shpg. wt., 1 lb. 2 oz.
15 V 3640—Red.
15 V 3641—Blue.
15 V 3642—Black. Pr.. \$1.19

(R) Style and Utility

- Soft kid D'orsay —Colorful rayon lining —Flexible semi-hard leather sole —1½-in. heel

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.
15 V 93671—Blue.
15 V 93670—Red.
15 V 93672—Black. Pair..... 98c

(F) Holiday Bargain

- Brocade rayon satin
—Patent leather-like trim
—Padded leather sole
—1½-inch covered heel

WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.
15 V 3658—Blue.
15 V 3659—Burgundy.
15 V 3660—Black. Pair.. 98c

(H) Hi-Front D'orsay

- Brocade rayon satin
—Padded leather sole
—1½-inch covered heel

They're a pleasure to wear! WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.
15 V 3652—Blue.
15 V 3653—Burgundy.
15 V 3654—Black. Pair.. 84c

(K) A Gift in Price

- Fine, rich rayon velvet —White shearling trim —Soft padded leather sole —1½-inch covered heel

GRAND, for stay-at-home leisure! WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shpg. wt., 1 lb. 2 oz.
15 V 3672—Blue.
15 V 3671—Red.
15 V 3673—Black. Pair \$1.00

(M) Beautiful Style

- Rayon velvet —Contrasting velvet panel —Open Toe
—Easy-bending hard leather sole
—1½-inch covered heel

WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping weight, 1 lb. 2 oz.
15 V 3643—Blue.
15 V 3644—Burgundy.
15 V 3645—Black. Pr. \$1.19

(P) Match Your Robe

- Warm "arctic" cloth —Felt lining and collar —Flexible hard leather sole —Rubber heel

Wonderfully comfortable. Sturdy, too. WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping wt., 1 lb. 2 oz.
15 V 3650—Blue.
15 V 3651—Brown.
15 V 3649—Wine. Pair.. 89c

(S) Soft and Warm

- Rayon velvet —Cotton fleece lined —Sheep's wool cuff
—Soft padded leather sole —1½-inch covered heel

WOMEN'S SIZES 3, 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 4 ounces.
15 V 3675—Burgundy.
15 V 3674—Blue.
15 V 3676—Black. Pair \$1.00

Ⓔ

\$1¹⁹
PAIR



Ⓕ

98c
PAIR



Ⓖ

\$2³⁹
PAIR



❧ ❧ ❧ DESCRIPTIONS ON OPPOSITE PAGE ❧ ❧ ❧

Ⓗ

84c
PAIR



Ⓙ

\$1⁰⁰
PAIR



Ⓚ

\$1⁰⁰
PAIR



❧ ❧ ❧ GIVE THE GIFT OF COMFORT ❧ ❧ ❧

Ⓛ

98c
PAIR



Ⓜ

\$1¹⁹
PAIR



Ⓝ

\$1¹⁹
PAIR



❧ ❧ ❧ WARM CHEER FOR CHRISTMAS ❧ ❧ ❧

Ⓟ

89c
PAIR



Ⓡ

98c
PAIR



Ⓢ

\$1⁰⁰
PAIR





STYLED LIKE A \$6 ROBE

\$2⁵⁹ • Different Plaid on Each Side • Reversible • Part Wool • • Heavy

60x72 Inches. Weight, 3⁷/₈ Lbs.

—Made of 20% wool, balance cotton

Imported from Italy where fine robes are a tradition, and where our buyer actually went to purchase it. You'd never guess it would sell for so little. This robe has style points usually found in robes costing \$6 and up . . . different colors and different pattern woven on each side, and 4-inch fringe on both ends. Every member of the family enjoys a robe like this. Take it along to football games and picnics, keep it in the car, or use it as a warm couch throw. Makes a real "just-what-we-wanted" gift.

COLORS: Blue, Green, Brown, Gray or Tan predominating. State color. Shipping weight, 4 lbs. 2 oz.

24 V 8501—Each.....\$2.59

ALL WOOL • Extra Colorful

\$3⁷⁹ 54x72 Inches. Weight, 2¹/₂ Lbs.

A grand warm Motorobel! Rich in coloring and ready for years of practical service. Medium-weight, all wool robe, not as heavy as our 24 V 8518 at right, but a big value and an appreciated gift. Plaid pattern same on both sides . . . it's woven through and through. Four-inch all wool fringe on both ends.

COLORS: Blue, Green, Brown or Gray predominating. State color. Shipping weight, 2 pounds 14 ounces.

24 V 8517—Each.....\$3.79

PAGE 70 ♂ SEARS

SEE OUR BIG GENERAL CATALOG FOR OTHER MOTOROBE VALUES

ALL WOOL • Extra Heavy

\$4⁷⁹ 58x76 Inches. Weight, 3 Pounds

Choose this extra heavy Motorobe for warmth and appearance. You'll be proud to carry it to the big game, or use it in the car. A robe like this has so many uses that it pays in the long run to buy the heavier quality. Every thread all wool; has the beautiful deep colors usually found only in high-priced robes. "Woven-through" plaids, same on both sides. Ends finished with 4-inch all wool fringe. A fine present for the "important" man on your list . . . it will be appreciated for years to come. COLORS: Blue, Green, Brown or Gray predominating. State color. Shipping weight, 3 pounds 3 ounces.

24 V 8518—Each.....\$4.79



America's Fastest Selling Blankets

SEARS GREATEST VALUES

Single Blanket

50^c Ea.
2 for 97^c

Pair of Blankets

98^c A Pair
2 Prs. for \$1⁹⁰

70x80-In. Pair

\$1⁶⁹ A Pair
2 Prs. for \$3²⁹

72x84-In. Pair

\$2²⁹ A Pair
2 Prs. for \$4⁴⁵

STANDARD WEIGHT . . . Standard Size

Serviceable all cotton blankets of full standard weight . . . even at these low prices Sears don't skimp on weight. Only because we bought them at last year's low price can we afford to sell these blankets for so little. They're made of softly napped cotton in neat, colorful plaids, and finished with overlock-stitching. Highly practical for year 'round usefulness. Single blankets or pairs, both double bed size.

COLORS: Rose, Blue, Green or Orchid plaids, each with white. *State color.*

Double Bed Size, 70x80 Inches

Single Blanket, Wt., 1½ Lbs.
Shpg. wt., ea., 1 lb. 6 oz.
24 V 7025—Each 50c
Two for 97c

Pair of Blankets, Wt., 2½ Lbs.
Shpg. wt., a pr., 2 lbs. 14 oz.
24 V 7024—A Pair. \$0.98
Two Pairs for 1.90

CANNON . . . Not Less Than 5% Wool

No wonder these part wool pairs sell so fast! Our customers are quick to recognize real value, especially when offered at Sears extra low prices. Cannon quality blankets, made of cotton with 5% wool added . . . the wool makes them softer and fluffier than our all cotton blankets, at left. Two sizes, both large enough for a double bed. Pastel plaids with sateen binding at ends.

COLORS: Rose, Blue, Green or Orchid plaids, each with white. *State color.*

70x80-In. Pairs

Weight, Pr., 3 Lbs.
Shpg. wt., a pr., 3 lbs. 6 oz.
24 V 7444—A Pair. \$1.69
Two Pairs for 3.29

72x84-In. Pairs

Weight, Pr., 3½ Lbs.
Shpg. wt., a pr., 3 lbs. 15 oz.
24 V 7445—A Pair. \$2.29
Two Pairs for 4.45

SEE SEARS FALL CATALOG FOR MORE BLANKET VALUES

SEARS  PAGE 271

America's Greatest PILLOWCASE VALUE

**SPECIAL
CHRISTMAS
PRICE**

79^c
A Pr.

- Hand Embroidered
- Hand Appliqued
- Made in America
- In Gift Boxes

The gift sensation of the year! Look at those features—think how many people on your Christmas list would be thrilled to have such a present! Firm white cotton. Size, about 20x33 inches. 2½-inch hemstitched hems and applique in following WASHFAST COLORS: Blue, Gold, Green, Orchid, Rose or White. State color.
19 V 7109—Pair in Gift Box. Shpg. wt., 12 oz. **79c**

Gifts so Lovely--

YOU'LL WANT TO KEEP THEM YOURSELF

ALL LINEN

44x44 **89^c**
Inches Ea.

Pretty as can be—makes a lasting gift! Colors: Ivory ground with multi-color hand-blocked design in Red, Green or Brown predominating. State color.

Abt. 44x44 In.
19V7142—Shpg. **89c**
wt., 10 oz. Each.
Abt. 51x51 In.
19V7143—Shpg. **98c**
wt., 13 oz. Each.
Abt. 51x67 In.
19V7144—Shpg. **\$1.49**
wt., 1 lb. Each.
12x12-In. Napkins
19V7145—Shpg. **69c**
wt., 5 oz. 6 for.

Rayon-Cotton

36x36 **21^c**
Inches Ea.

Imported. Has fine, soft finish. Colors: Predominating Red, Blue, Gold or Green plaids. State color.

Abt. 36x36 In.
19V7467—Shpg. **21c**
wt., 6 oz. Each.
Abt. 43x43 In.
19V7468—Shpg. **39c**
wt., 10 oz. Each.
Abt. 52x52 In.
19V7469—Shpg. **48c**
wt., 12 oz. Each.
Abt. 52x68 In.
19V7470—Shpg. **69c**
wt., 14 oz. Each.
15x15-Inch Napkins
19V7471—Shpg. **29c**
wt., 7 oz. 6 for.

FIVE LOVELY COLORS

GUEST TOWEL BATH TOWEL BATH WASH CLOTHS 5-PIECE
TOWEL TOWEL MAT 6 FOR SET
17^c 29^c 65^c 35^c \$1¹⁹
Ea. Ea. Ea. Ea.

HEAVY, FLUFFY BEAUTIES

Gorgeous colors—height of fashion. Soft cotton terry. WASHFAST COLORS: Peach, Blue, Gold, Green, Orchid with fancy borders. State color.

Guest Towel 16x32-In. Bath Towel 22x44-In. Bath Mat 20x30-In. Washcloths 12x12-In.
19 V 8679 19 V 8678 19 V 8688 19 V 8680
Shipping Shipping Shipping Shipping
wt., 4 oz. wt., 7 oz. wt., 12 oz. wt., 7 oz.
Each. **17c** Each. **29c** Each. **65c** 6 for **35c**
5-PIECE SET—Consists of 1 guest towel, 1 bath towel, 2 washcloths, 1 bath mat.
19 V 8689—Shipping weight, **\$1.19**
1 lb. 8 oz. Set.

DEEP PILE TUFTS

Velvety-soft bathroom luxury. Matched sets are an appreciated gift. 18x32-inch tufted cotton bath mat, standard size lid cover. WASHABLE COLORS: Blue, Green, Gold, Orchid or Rose; also Black and White (not illustrated). State color. Shipping weight, 1 lb. 1 oz.

19 V 8889 **\$1.39**
2-Piece Set.

GUEST TOWEL BATH TOWEL BATH WASH CLOTHS 5-PIECE
TOWEL TOWEL MAT 3 FOR SET
25^c 49^c 89^c 27^c \$1⁷⁵
Ea. Ea. Ea. Ea.

GIFT PROBLEMS SOLVED

Sunburst effect . . . and heavy, thirsty, thick cotton loops. Separate pieces or beautiful matched ensemble at Sears savings. Reversible. WASHFAST COLORS: Blue, Peach, Green, Orchid or Maize. State color.

Guest Towel 16x28-Inch Bath Towel 22x44-Inch Bath Mat 22x32-Inch Washcloths 12x12-Inch
19 V 8787 19 V 8786 19 V 8789 19 V 8788
Shipping Shipping Shipping Shipping
wt., 6 oz. wt., 11 oz. wt., 1 lb. 2 oz. wt., 5 oz.
Each. **25c** Each. **49c** Each. **89c** 3 for **27c**
5-PIECE SET—Consists of 1 guest towel, 1 bath towel, 2 washcloths, 1 bath mat.
19 V 8790—Shpg. wt., 2 lbs. 4 oz. Set **\$1.75**



CHENILLE Border Shades From Pastel to Deep Tone . . . An Actual \$9.95 Value

\$6.95 EA. A triumph! Stunning, richly colorful, softly shimmering! Distinctive because of its new color harmonies, its graduated three-tone border, its luxurious waffle-effect top . . . practically solid chenille, so closely is it worked with fluffy, deep, 11-strand quality. Washfast. Heavy colored, sheeting; harmonizing chenille. Beautiful in all white. **Colors:** Blue, Gold, Green, Orchid, Rose, Turquoise blue, Peach, Beige, or All White. *State color.*

Double Bed Size	Twin Bed Size
90x105 inches. Shipping weight, 4 pounds 6 ounces.	72x105 inches. Shipping weight, 4 pounds 9 ounces.
96 V 2369—Each . . . \$6.95	96 V 2370—Each . . . \$6.95

CHENILLE in Smartest of Bar Arrangements! Rich and Velvety! . . . The \$6.95 Quality

\$4.95 EA. A superb gift . . . who wouldn't treasure a bedspread with such velvety texture, such high styling? Gorgeous glistening soft colorings, to harmonize with the strong fabric—lavish chenille, the extra thick, 11-strand grade. New in design and so different from most at its price; practical because it's washfast. Newest of all in Peach. Outstanding in cream white. Heavy colored sheeting; harmonizing chenille. **Colors:** Blue, Gold, Green, Peach, Rose, or all White. *State color.*

Double Bed Size	Twin Bed Size
90x105 inches. Shipping weight, 4 pounds 8 ounces.	72x105 inches. Shipping weight, 4 pounds 3 ounces.
96 V 2349—Each . . . \$4.95	96 V 2354—Each . . . \$4.95

Give Something Beautiful!

4-STAR

Crown Tested Rayon Taffeta . . . \$3.98 Value

\$2.79 EA.

—four corded top
—full gathered flounce
Soft and lovely taffeta . . . with a durability to match its elegance. Won't crack; lasts indefinitely. Crown Tested, carefully checked for wearing strength. Charming, fashionable . . . extraordinarily so! A big value! Eggshell insets contrast vividly. **Colors:** Copen blue, Gold, Green, Peach, Rose, Rust, Orchid, Brown or Dubonnet. *State color.*

Double Bed Size	Twin Bed Size
90x105 in. Shpg. wt., 2 lbs. 7 oz.	72x105 in. Shpg. wt., 2 lbs. 2 oz.
96 V 2577—Ea. . . \$2.79	96 V 2576—Ea. . . \$2.79

CHENILLE

In Tulip Design
New! Smart! Gay!

\$2.79 EA.

—extra heavy weight
—size, about 90x105 in.

Give a chenille bedspread and you're giving something dear to every woman's heart! And, in this case, value way out of proportion to cost! Heavy, fluffy 11-strand chenille, heavy cream sheeting. **Colors:** Rust and Peach; Dark and Light Blue; Brown and Gold; Dark and Light Green; Wine and Red; Old Rose and Rose. *State color.* Shpg. wt., each, 2 lbs. 15 oz.

96 V 2329—Ea. . . \$2.79



CROWN

Tested Rich Rayon A True \$2.98 Value

\$1.98 EA.

—brocade-type fabric
—good weight; strong
Firm, full-bodied, smooth and sleek . . . Crown Tested in every detail from the yarn to the finished bedspread! A serviceable quality's assured, and as for style—design gleams on a luxurious moire-like ground, gives the tapestry effect that's so much in vogue. Rayon embroidered scallops. **Colors:** Blue, Gold, Green, Orchid, or Rose. *State color.*

Double Bed Size	Twin Bed Size
84x105 in. Shpg. wt., 2 lbs. 4 oz.	72x105 in. Shpg. wt., 1 lb. 14 oz.
96 V 2511—Ea. . . \$1.98	96 V 2512—Ea. . . \$1.98

STYLE

Beyond Its Price!
Rayon and Cotton

\$1.49 EA.

—actual \$1.98 value
—size, about 84x105 in.
A gift for you to give and make a big impression for just a little money. Styled expensively, charmingly . . . with cotton to give it strength, and rayon for brilliant luster. **Colors:** Blue, Gold, Green, Orchid, or Rose. *State color.* Shipping weight, each, 1 lb. 13 oz.

96 V 2914—Ea. . . \$1.49

SEARS ^{OP} PAGE 273





A
Bubble Knit
Cotton Pajamas

\$1.49

B

Hand Embroidered
Nainsook Gown

79c

C

Cotton Crinkle
Crepe Pajamas

\$1.00

D

Knit Rayon
Pajamas Gown

\$1.25 \$1.00

Gift Ideas

FOR PRACTICAL AND PRETTY CHRISTMAS NIGHTWEAR

(A) Choose

these smart, fashion-right Bubble Knit Cotton Pajamas for two-way service—they're warm and cozy to sleep in, comfortable and jolly to lounge in! They're Sears better quality, too—a novelty knit with a decided nubby appearance; wears and washes like a charm, is just stretchy enough to give easy comfort. Popular two-piece tailored style with well-cut trousers and slip-over blouse.

EVEN SIZES: 34 to 44-inch bust.
State size. Shipping weight, 13 oz.

29 V 1262—Green
29 V 1263—Coral... **\$1.49**

(B) Always

sure of a Christmas gift... this hand-embroidered gown made of better quality Nainsook and offering finer Puerto Rican work! It's hand-detailed, too—a skillful handwork finish as in more expensive luxury undies. Pretty Val lace trim, flattering Peter Pan collar, rounded high waist at front, sash back. Full length.

EVEN SIZES: 34 to 44-inch bust.
State size. Shipping weight, 6 oz.

29 V 1220—Tearose
29 V 1221—Blue
29 V 1222—Maize... **79c**

(C) Easy

to launder and yet look how pretty... these very practical Pajamas of Cotton Crinkle Crepe! That scalloped frill—on the collar and useful pocket—is pleated of fine crisp organdy and finished with piping in contrasting color. Looks demure and utterly dainty! Two-piece style; slipover blouse with sash at back. Made simply, for easy laundering... crinkle crepe, you know, actually looks nicer without ironing!

EVEN SIZES: 34 to 44-inch bust.
State size. Shipping weight, 11 oz.

29 V 1266—Tearose
29 V 1267—Blue... **\$1.00**

(D) New

and alluring gift Pajamas or Gown of good-quality Knit Rayon—a real holiday bargain! Charming trim of deep tone Alencon-type lace fashioned in points at front, rows of fancy stitched tucks and feminine kerchief-tie collar. Soft, pretty modified cap sleeves, graceful high-waisted front with sash.

EVEN SIZES: 34 to 44-inch bust.
State size. Shipping weight, 10 oz.

Two-Piece Pajamas
29 V 1268—Tearose
29 V 1269—Blue... **\$1.25**
Bias-Cut Gown
29 V 1270—Tearose
29 V 1271—Blue... **\$1.00**

Girls! CHRISTMAS UNDIES OF SATIN

OR FINE
NAINSOOK



SLIP and PANTIES *Bias Cut*

Satin Panties **59c** Satin Slip **89c**

The most thrilling gift imaginable for your big and little girls: undies of luxurious weighted Silk Satin! Trimmed with daintiest Val lace! And (a new idea!) bias cut like Big Sister's for better fit, better wear. Slip has fine hemstitching at neck; panties have French seams, double crotch, neat semi-fitted leg with elastic at side. THESE SAME BEAUTIFULLY MADE EXPERTLY DESIGNED UNDIES ALSO COME IN FINE NAINSOOK.

Sizes: 2, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14 years. State age-size. Shipping wt., each, 3 oz.

Yoke Front Panty
Silk Satin
29 V 2129 **59c**
Tearose...
Fine Nainsook
29 V 2130 **39c**
White...
Round-Neck Slip
Silk Satin
29 V 2010 **89c**
Tearose...
Fine Nainsook
29 V 2011 **49c**
White...

FAMOUS
FASHION HIT



"Campus Queen"

Mode of the Moment **\$1.98**
In SWEATERS

Imagine a sweater-type blouse of lovely light Knit Rayon Suedine brushed to velvety softness—with sleeves of All Wool Knit Worsted in deep contrasting color to match suede leatherette belt. Handy Talon fastener at neck; wood buttons on simulated pockets; Johnny collar; and sporting action back with yoke and two deep inverted pleats. New as tomorrow—the perfect gift sweater!

EVEN SIZES: 32 to 38-inch bust. *State size.* Shipping weight, 12 ounces.
29 V 7366—Camel Tan and Saddle Brown
29 V 7367—Powder Blue and Light Navy Blue



GAY DANCE SETS

For the Merry Christmas Whirl **98c** Each Set

Lucky holiday "find" for thrift-shoppers! A softly tailored Set in the new Satin Brocade Print, a fine pure-dye quality woven with a silk face and rayon back. Smart uplift brassiere; net lined. Panties have smooth-fitting band top and handy button opening at side.

EVEN SIZES: 32 to 36-inch bust. *State size.* Shipping weight, 4 oz.
29 V 2676—Tearose

A lovely, lacy set for the luxury girl! Of pure-dye satin woven with silk face and rayon back! Graceful pointed insets of Alencon-type lace on band-top panties; uplift brassiere has lace top; semi-net lined. Side-button opening on panties makes them fit smooth as a glove under slim frocks.

EVEN SIZES: 32 to 36-inch bust. *State size.* Shipping weight, 4 oz.
29 V 2675—Tearose

Newest IN GIFT LINGERIE

RAYON TAFFETA
BROCADE PRINT

Priced Low for
Christmas Thrift



Bias-Cut Gown
Softly Tailored
\$1.35

A happy thought for Christmas gifts, for your own holiday wardrobe! Gowns of Rayon Taffeta Brocade Print are now *first fashion*—they're shimmeringly lovely, flattering, "different" looking! This one has long, gracious bias lines, a slimming Empire front, pretty collar and cap sleeves. V-cut back. Quality is our finest—a 100-denier Rayon Taffeta. Upper bias seams double stitched. Lgth. about 52 in. EVEN SIZES: 34 to 44-inch bust. *State size.* Shipping weight, 9 ounces.
29 V 919—Tearose

Molded Slip
Snip-it Bottom
98c

Newest of the new to celebrate Christmas! Rich, 100-denier Rayon Taffeta Brocade Print (our finest quality) tailored on slim bias lines, a molded slip for your new tight-waisted frocks. So easy to adjust to the desired length—no hemming, just a quick snip through either row of hemstitching at bottom! California top; adjustable straps. All seams completely double-stitched. Length, about 48 inches. EVEN SIZES: 32 to 44-inch bust. *State size.* Shipping weight, 6 ounces.
29 V 3846—Tearose



THE GIFT LUXURIOUS Slips OF SATIN SECRÉTÉ

Sears Loveliest
Finest Quality

EITHER **\$1.95**
STYLE Each

A lovely slip of famous weighted Silk Satin Secrete, a quality processed against water spotting! Rich enough, fine enough for your proudest gifts! Trimmed with a wealth of finer Alencon-type lace... featuring the wide, lavish bottom shown on high-fashion luxury slips. Sag-proof, cling-proof, true bias cut. California top; adjustable straps. Tested rip-proof seams. Length, about 47 inches.

EVEN SIZES: 32 to 42-inch bust. *State size.* Shpg. wt., 10 oz.
29 V 3680
Tearose

The rich, heavy quality of the weighted Silk Satin Secrete is water-spot-proof, a new value feature! True bias cut. Sag-proof, cling-proof. California top has double front; adjustable straps. Strong, rip-proof seams.

EVEN SIZES: 32 to 44-inch bust. *State size.* Shpg. wt., 10 oz.
Average Length, abt. 47 in.
29 V 3684
Tearose
29 V 3685
White
Short Length, about 45 inches.
29 V 3686
Tearose
Long Length, about 49 inches.
29 V 3687
Tearose



3 LENGTHS

Gift Specials

PRINTS PRICED WAY DOWN

12 for
35c

Colorfast Handkerchiefs

A record value even for Sears! Gay, vivid colors—dashing designs—smart print cotton lawn 'kerchiefs in step with the styles. Every woman wants dozens of them—that's why this is such a grand gift assortment. Hemmed. Size, about 11x11 inches.

25 V 2361—Shpg. wt., 4 oz. 12 for 35c

Smartly Styled Handkerchiefs

21c
Ea.

A gift to thrill that "special man." For these handkerchiefs are superb quality—fine linen enriched with hand applique and hand drawn threads. Assorted patterns. Rolled edges. Size, about 17x17 in. Colors: White with Blue, Brown or Red trimming. State color.

25 V 2515—Shpg. wt., 2 oz. Each, 21c

LINEN



LINEN

3 in Box 18c

Lovely—yet inexpensive. An appreciated gift. Women's soft white cotton lawn with multicolor hand loom embroidery. Midget hemstitched hems. About 10½ inches square.

25 V 2322—Shpg. wt., 5 oz.

3 in Box 26c

Better give linen when it's low priced like this. White with dainty multi-color embroidery in assorted patterns. ¾-in. hemstitched hems. Women's styles about 10½ in. square.

25 V 2373—Shpg. wt., 5 oz.

3 in Box 50c

Women's quality linen assortment! Dainty 'kerchiefs smartly styled, beautifully embroidered—lovely gifts. Multi-color hand embroidery and applique. Some with spoking, drawn threads. Hand whipped hems. About 11x11 inches.

25 V 2337—Shipping weight, 5 oz.

3 in Gift Box 59c



For His Gift

Fast color ombre borders enhanced with white satin stripes. Embroidered initial to match borders. Soft finish cotton. French hems. All initials except I, O, Q, U, V, X, Y, Z. Print initial. Size, about 17½x17½ inches. Shpg. wt., 8 oz.

25 V 2588—3 in Box 59c

BARGAINS!

6 for 15c

Marvelous values—smart gifts. Assortment of six good-looking fast color woven borders, prints and all white cotton 'kerchiefs. Hemmed and hemstitched. Women's assorted sizes, about 10½ to 11 in. square.

25 V 2360—Shpg. wt., 3 oz.

6 for 35c

Initials—the personal touch. All white linen. Narrow hemstitched hem. All initials except I, O, Q, U, V, X, Y, Z. Print initial. Women's styles. About 10 in. square.

25 V 2395—Shpg. wt., 2 oz.

25c Each

Beautiful handmade gift 'kerchiefs. Colored hand embroidery and applique on fine white linen similar to illustration. Hand rolled hems. Size, about 11x11 in.

25 V 2335—Shipping weight, 2 ounces.

59c Each

Lovely! Dainty Bretonne type lace edge—fine white linen center. About 13 in. square. 25 V 2349—Each... 59c Lower priced. Embroidered net edge. Linen center. 25 V 2348—Ea. 25c Shpg. wt., each, 2 oz.



6 for 42c

Men prize the personal thought of initials, too. All white—soft cotton lawn. ¼-inch hemstitched hems. All initials except I, O, Q, U, V, X, Y, Z. Print initial. About 16½ x 17 inches.

25 V 2566—Shpg. wt., 5 oz.

6 for 25c

Grand handkerchief bargains for men—right in time to make your gift shopping easy. Assortment of plain white, white satin stripes and assorted fast color woven borders. Cotton. Hemmed and hemstitched. Abt. 16½ to 17 in. square.

25 V 2565—Shipping weight, 5 oz.

3 in Box 19c

See famous Dionne quintuplets in action on these cute handkerchiefs. A gift kiddies will adore. Assorted fast color prints on cotton lawn. Hemmed edges. Size, about 9 inches square.

25 V 2344—Shpg. wt., 5 oz.



(A) Pure Silk (B) Fine Lawn

95c Set 50c Set

(A) All Silk 'kerchief, woven striped border—solid color silk tie. Hand rolled hem. Colors: Navy, Brown, Maroon, Green. State color. Abt. 17 in. square. Shpg. wt., 7 oz. 25 V 2587—Set... 95c

(B) Cotton Lawn 'kerchief Colored woven border. French hem. Matching solid color rayon and cotton tie. About 17½ inches sq. Colors: Blue, Brown, Wine. State color. Shipping weight, 8 ounces. 25 V 2589—Set... 50c



ONLY
\$1.79
EACH
INITIALS EXTRA

REAL LEATHER and What GIFTS They'll Make!

They're \$2.50 values! Because they are not just leather, but the better kind of leathers. Dull calf, sturdy water buffalo, top grain cowhide. They wear well, have smart linings, some with zip fastenings, and all with the little details that say you've been exacting in the choice of her gift. **Initials not included in the price**, but we apply them to bags if ordered. **COLORS:** Black, Navy Blue or Brown. **State color and print initials if wanted.** Shipping weight, each, 1 lb. 2 oz.

(A) Smartest Dull Calf
18 V 3335—Corded front, zip top with crystal pull. Size, 8x6 1/2 in. \$1.79

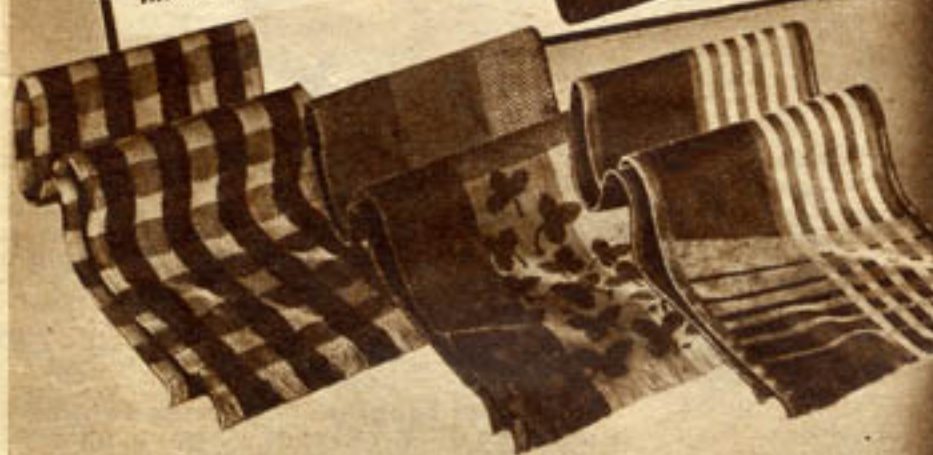
(B) Crushed Cowhide
18 V 3338—Smock front, Has Zip pocket. Size, 8x6 1/2 inches. \$1.79

(C) 2 Inside Zip Pockets
18 V 3336—Genuine Cowhide leather. Size, 9 1/4 x 7 inches. \$1.79

(D) Top Grain Cowhide
18 V 3337—Zip top! Back strap. Size, 10x7 1/4 in. \$1.79

(E) Genuine Buffalo Leather
18 V 3339—Scuffless, strong. Guaranteed for 1 year. Size, 9x6 1/2 inches. \$1.79

INITIALS FOR ABOVE
18 V 3330—1 1/2-in. gold color metal initials. 35c quality Shpg. wt., each, 2 oz. **Print initials.** Each letter. 19c



IMPORTED ALL WOOL SCARFS Regular \$1.00 to \$1.50 Values

Dollar to dollar and a half quality! Feel the warm luxurious SOFTNESS of the wool! Made in Poland. Assortment includes many equally handsome scarfs not pictured. Our stylist will select for you. Size, about 49x9 3/4 in. **PREDOMINANT COLORS:** Blue, Brown, Red, Green, White, Beige, Yellow or Purple. **State color.**
18 V 4344—Shipping weight, 8 ounces

69c

MONOGRAM the GIFT

For That Gracious
"Personal Touch"

Embroidered
Monogram 54c

The initial is embroidered on this stunning white scarf of weighted silk crepe. The silk is doubled! The ends are finished with full, hand knotted fringe. A grand gift for anyone, young or old! Size, 46x9 inches. White only. All initials except I, O, Q, U, V, X, Y, or Z. **Print initial wanted plainly.** 18 V 4345—Shpg. wt., 7 oz.

3 Contrasting
Initials! 54c

This soft doubled acetate rayon crepe scarf comes in classic white or rich vibrant colors. Shows her full monogram! Any three initials in smart, heavily embroidered letters that are easily applied with a warm iron. Size, 41x9 inches. Self fringed edges.

COLORS: White, Red, Blue or Brown. **State color and print initials wanted.** 18 V 4312—Shipping weight, each, 8 ounces.

Double Thick
Silk Crepe 98c

If he's the type who appreciates something "extra special"—try this on him. A fine weighted silk muffler with a lustrous texture and a definite quality feel. Initial is embroidered in black and white. Fringe is hand knotted. Size, about 12x50 in. including fringe. Packed in a gift box. All initials except, I, O, Q, U, V, X, Y, or Z. **Print initial plainly.** Shipping weight, 7 ounces. 33 V 9550—White.

Four-Gore
Tailored Slip \$1.00
Mono-gram Extra

In better quality rayon crepe. Double stitched seams for wear. Adjustable straps. Double fabric top.

EVEN SIZES: 32 to 44-inch bust. **State size.** Shipping weight, 6 ounces.

47-Inch Length
29 V 3663—Tearose
45-Inch Length
29 V 3664—Tearose
49-Inch Length
29 V 3665—Tearose

Embroidered
Monogram 13c extra

Print full name plainly. **State style of monogram wanted.** In style "B" we will put last (family) initial in center.



*A Page of Beautiful
Practical Gifts!*

ROYAL PURPLE HOSIERY

REG. U. S. PAT. OFF.

• Each Pair in a Gift Folder



94^c
A PAIR

3 CHOICES IN

Hosiery Perfection

SHEER CREPE CHIFFONS

You're giving her \$1.35 stockings when you give her these! Save the difference—or give her twice as many pairs! They'll look luxuriously lovely in their modern red and white gift folder. So very fine, so sheer, they make the smart winter colors look even lovelier.

True Crepes . . . less liable to runs, much duller, sheerer looking than others. All are Ringfree, full fashioned, exquisitely fine gauge silk, finished with fine French seams, narrow heels, fine reinforcements all of silk, and a run-stop below the picoted tops.

COLORS: Black Magic (a brown black); Smoke (a gray black); Saunter (a brown taupe); Townwear (a gray taupe); Mode (a brown tan); or Jaunty (a brown beige). **SIZES:** 8½, 9, 9½, 10 and 10½. **State size and color.** Shipping weight, pr., 4 oz.; 3 prs., 10 oz.

86 V 750—2-Thread. Extra Sheer Crepe Chiffons, beautifully thin.

86 V 755—3-Thread. Sheer Crepe Chiffons, a little heavier than those above.

86 V 760—4-Thread. Practical Crepe Chiffons, longer wearing.
Pair.....94c 3 Pairs.....\$2.75

94^c
A PAIR

GUARANTEED

Runproof

A LASTING GIFT

Full fashioned silk stockings that **won't run!** Most practical of all chiffons! Judge them by length of service as well as price, and you'll say they're actually inexpensive! Knit in a special "mesh-effect" stitch that's actually runproof, yet they look like any other fine chiffons when you have them on! True Royal Purples, Ringfree, fine gauge, smartly dull, made with fine seams, picoted silk tops and silk reinforcements; the toes with an extra thread of cotton knit inside for even longer wear. A grand gift—they look so festive in their artistic gift folder, and are really so practical.

COLORS: Black Magic, Smoke, Townwear, Saunter, Mode or Jaunty. **Color names are explained in descriptions at extreme left.** **SIZES:** 8½, 9, 9½, 10 and 10½. **State size and color.** Shipping weight, pair, 4 oz.; 3 pairs, 10 ounces.

86 V 453—Pair.....94c
3 Pairs.....\$2.75

74^c
A PAIR

THE ECONOMY GIFT

Desirables

REG. U. S. PAT. OFF.

**REGULAR OR
KNEE LENGTH**

Famous for giving the longest service . . . plus the greatest beauty . . . at this price. The chiffons are "Crepes," duller, less liable to runs; the 7-thread, rich and heavy. Both are Ring-free, fine gauge, with a rainspotproof, wear-

giving finish. Full fashioned. Mercerized cotton in heels, toes and soles.

COLORS: Smoke, Townwear, Saunter, Mode, Jaunty. **Color names are explained in descriptions at extreme left.** **SIZES:** 8½, 9, 9½, 10, 10½. **State size, color.**

Regular Lengths

86 V 615—4-Thread; Crepe Chiffons; silk tops. Shipping weight, pr., 4 oz.; 3 prs., 10 oz.

86 V 552—7-Thread; Service; mercerized tops. Shpg. wt., pr., 5 oz.; 3 prs., 12 oz. Pair.....74c 3 Prs.....\$2.15

Knee Lengths

86 V 616—4-Thread; Crepe Chiffons. Lastex garter tops. Shpg. wt., pr., 4 oz.; 3 prs., 10 oz.

Pair.....74c 3 Pairs.....\$2.15

ROYAL PURPLE

Wonder Values

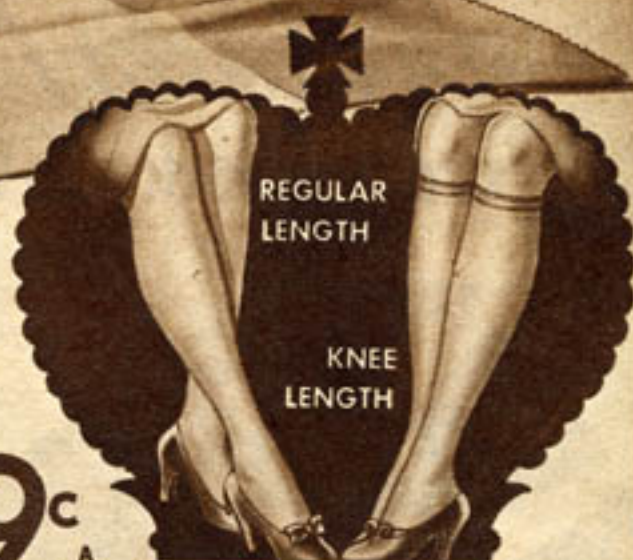
A BARGAIN AT THIS LOW PRICE!

Ringfree . . Full Fashioned . . Pure Silk

You can't buy really fine stockings for less money! This quality is usually about 75¢! Narrow heels; fine back seams. Mercerized cotton in heels, toes, soles.

COLORS: Jaunty, Mode, Saunter, Townwear, Smoke. (Described on opposite page.) SIZES: 8½, 9, 9½, 10, 10½. State size and color. Shpg. wt., pr. 3 oz.; 3 prs. 7 oz.

59¢
A PAIR



Regular Lengths

86 V 650—4-Thread;
Chiffons; Silk tops.
Pair. 59¢ 3 Pairs. \$1.70

86 V 540—7-Thread;
Service; Mercerized tops.
Pair. 59¢ 3 Pairs. \$1.70

Knee Lengths

86 V 708—4-Thread;
Chiffons; Lastex tops.
Pair. 59¢ 3 Pairs. \$1.70

86 V 711—7-Thread;
Service; Lastex tops.
Pair. 59¢ 3 Pairs. \$1.70



A BEAUTIFUL STOCKING **69¢**
A PAIR

You'll feel warm, look well dressed in these! Warm because they're 80% fine soft wool. Smart because the 20% silk is knit on the outside . . . because they are fine gauge, have seam-effect back, mock fashion marks, French heels, and come in the smartest colors of the season. Not the least bit heavy or bulky, the wool yarns are so soft and fine. Extra wear is knit into them; soles are double; the heels and toes of 4-thread mercerized cotton.

COLORS: Black, Townwear, Gunmetal, Nubrown, Woodbrown or French tan. SIZES: 8½, 9, 9½, 10, 10½. State size, color. Shpg. wt., pr., 4 oz.; 3 prs., 10 oz.

86 V 2570—Pair. \$.69
3 Pairs. 2.00



FULL FASHIONED PURE SILK **89¢**
A PAIR

If she likes what's smart and new, give her Black Heel Sheers! The black heels, the black seams make these 3-thread Chiffons look even sheerer than they are. They're real Royal Purples, full fashioned, Ringfree, exquisitely fine gauge, every thread pure silk.

COLORS: Jaunty, Townwear or Smoke. SIZES: 8½, 9, 9½, 10 and 10½. State size and color. Shpg. wt., pr., 2 oz., 3 prs. 5 oz.

86 V 312—French heels.
86 V 314—Pointed heels. Pair. . . . 89¢

Mock-Fashioned Chiffons

Same as above, except not full fashioned; silk soles; mercerized cotton toes and lower heels. Fine gauge splashproof silk.

86 V 212—French heels.
86 V 213—Pointed heels.
Pair. 39¢ 3 Pairs. . . . \$1.15



Full Fashioned Silk Mesh **85¢**
PR.

Mesh stockings at their smartest! Full-fashioned; the mesh in the popular medium size; colors that are right with your winter things. Ringfree, dull lustered; picot tops; silk-over-cotton toes. Royal Purple quality.

86 V 843—Pair. . . \$.85
3 Pairs. 2.50

Mock-Fashioned Silk Mesh **39¢**
PR.

Imagine! Pure silk mesh stockings for this low price! Seam-effect back; French heels; silk reinforcements.

86 V 810—Pair. . . 39¢
3 Pairs. \$1.15

Mock-Fashioned Rayon Mesh **24¢**
PR.

Dull, ringfree rayon mesh stockings; smart French heels, seam effect back. Mercerized cotton heels, toes.

86 V 910—Pair. . . 24¢
3 Pairs. 69¢

COLORS for all the Mesh stockings above: Jaunty, Townwear, Smoke. SIZES: 8½, 9, 9½, 10, 10½. State size and color. Shpg. wt., pair, 3 oz.; 3 pairs, 7 oz.

The Socks Most Men Prefer are the Socks to Give Him on Christmas

LASTEX IS
KNIT IN
ENTIRE TOP

BODY OF
SOCK IS
FULL
LENGTH



Part Wool
SMARTLY PATTERNED
19c A PAIR
55c 3 PAIRS

These are the socks he would pick for himself . . . of course he'll like them for Christmas! Not only exceptionally good looking with their bright clear patterns and rich colors . . . but **warm** as well! They're 8% wool—with rayon for luster and cotton for long wear. Cotton reinforced heels and toes. Seamless feet.

COLORS: Brown, Navy blue or Oxford gray in assorted patterns. SIZES: 10, 10½, 11, 11½ and 12. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

86 V 4996—Pair . . . 19c 3 Pairs . . . 55c



Rayons
WITH "KEEPS-M-UP" TOPS
19c A PAIR
55c 3 PAIRS

They're high quality—and they look it! Fine rayon, smartly patterned in self colors and silvery shades. The Lastex Keeps-M-Up top makes a big hit with men, it stays up so comfortably without garters. Double soles. High spliced heels. Reinforced heels and toes.

COLORS: Black, Blue, Brown or Dark gray. SIZES: 10, 10½, 11, 11½ and 12. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

86 V 4659—Pair . . . 19c 3 Pairs . . . 55c



HEAVY
SILK
LINEN
REINFORCED
HEELS, TOES
LISLE
SOLES, TOPS

Silk
FAMOUS "KORKERS"
35c A PAIR
\$1.00 3 PAIRS

Every man wants silk socks—and this KORKER quality! Heavier, longer wearing than most. Linen reinforcements in heels, toes. Seamless feet.

COLORS: Black, Dark tan, Medium gray, Navy blue, Dark brown, White. SIZES: 9½, 10, 10½, 11, 11½, 12. *State size, color.* Shipping weight, pair, 2 oz.; 3 pairs, 5 oz.

86 V 305—Pair . . . 35c 3 Pairs . . . \$1.00



Wool-and-Silk
EXTRA FINE
49c A PAIR
\$1.44 3 PRS.

He's sure to like these! They're the smartest of all for winter . . . 80% wool, the balance rich silk. Plenty of warmth to these, but so very fine gauge they're not heavy or bulky. Latest patterns. Winter colors that are particularly rich and clear in these fine yarns. Cotton reinforced heels and toes. Seamless feet.

COLORS: Black, Oxford gray, Dark blue or Dark brown. SIZES: 10, 10½, 11, 11½, 12 and 13. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

86 V 1933—Pair . . . 49c 3 Pairs . . . \$1.44

MEN!

10% WOOL SUITS

Your Chance To Save!

At this Economy Price!

85^c EACH SUIT
3 SUITS \$2.49

Here's your best bargain of the season in an extra warm suit... 10% wool, the rest extra strong good quality cotton. Warm winter weight and finely ribbed so it's easy fitting, easy stretching, shape retaining. Ordinarily a suit like this is 'way higher priced. Shaped collarette neck, set-in shoulders, flatlocked seams. Long sleeve, ankle length style.

COLOR: Tan random. EVEN SIZES: 36 to 46-inch chest. *State size.* Shipping weight, each suit, 1 lb. 5 oz.; 3 suits, 3 lbs. 12 oz.

16 V 4090
Each Suit.....85c
3 Suits.....\$2.49



WHAT A BARGAIN!

Winter Weight Shirts, Drawers ... FOR ONLY

39^c
EACH GARMENT

A record-breaking bargain. Only at Sears can you buy shirts and drawers of this good quality for so little money. Check for yourself and see how much you save! They're **real winter weight**—more cotton is knit into them! Full size everywhere—no strain anywhere. Their ribbing is extra firm... holds in warmth, keeps out cold; makes them easy-stretching, comfortable, figure fitting. Shirts have shoulder inserts and rayon trimmed collarette neck. Drawers have double crotch; drawstring in back.

COLOR: Cream. Shipping weight, each garment, 14 ounces.

UNDERSHIRTS

EVEN SIZES: 34 to 46-inch chest. *State size.*

16 V 4052—Each...39c

DRAWERS

EVEN SIZES: 32 to 44-inch waist. *State size.*

16 V 4053—Each...39c

Good News For Tots!

Rayon Striped SUITS

35^c EACH SUIT
3 SUITS 97c



Here's what children like—a comfortable winter waist suit with elastic-top seat that always snaps back into place... that's so easy for even the littlest tot to manage. It's a good medium weight cotton, ribbed knit so it's easy stretching, rayon striped for looks. Short sleeves, French leg style. Buttons down the front. It's a bargain at this low price.

COLOR: Cream-white. AGE-SIZES: 2, 4, 6 and 8 years. *State age-size.* Shipping weight, each suit, 4 ounces; 3 suits, 9 ounces.

16 V 9160
Each Suit.....35c
3 Suits.....97c

A Practical Gift!

WARM DAINTY SILK-AND-WOOL

Flatter-ees VEST AND PANTIES

58^c EACH

VEST OR PANTY

Give her lingerie and you're sure to please her. Give her Flatter-ees, warm as well as dainty, to please her most! These are 50% wool (that's for warmth), 12½% silk (that's for softness and luster), the rest combed cotton (you know how that wears). Tuck knit so it clings to the figure. Low cut vests with dainty rayon banding and shoulder straps. Elastic waistband on panties; Lastex at leg bottoms to keep them down.

COLOR: Tearose. SIZES: Small (32-34); Medium (36-38); Large (40-42)-inch bust or hip measure. *State size.* Shipping weight, each garment, 4 ounces.

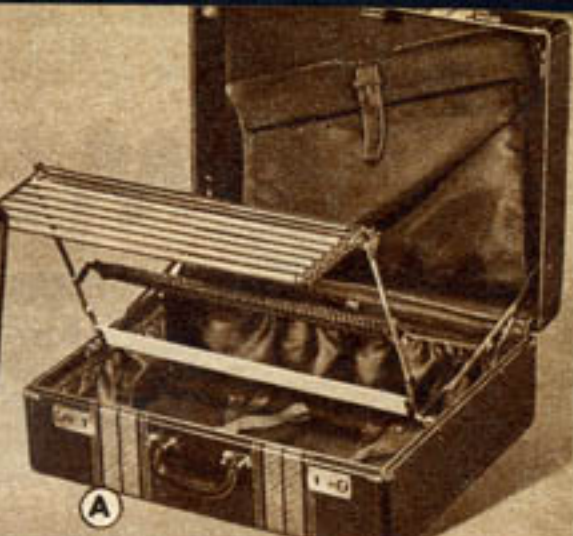
16 V 6670—Vest
16 V 6671—Panties
Each Garment.....58c



New!



STRIPED BLUEBIRD ENSEMBLE



Smartest Gift for Modern Travelers

- Basswood box with veneer top, bottom.
- Top quality, heavy canvas duck, pyroxylin coating. Washable, scuff-resisting.
- Sears exclusive dark blue color, yellow and gray woven stripes. Rich looking blue color poplin silk lining with coil-wire elastic in all pockets.
- Edges bound with heavy top grain cowhide leather. Solid brass locks. Latest two-tone post handle.

\$6.95

Never before in Sears history have we ever offered such unbeatable quality in striped, matched luggage! Every piece shown matches the other in color, lining, every detail. If desired, any piece, to fill out set, can be purchased within one year from date this catalog is mailed.

(C) **Tray Fitted Case**
21-in. size. Removable tray holds 9 enameled fittings, frames and handles of "Jewelry Bronze"—comb, brush, mirror, nail file, tooth brush tube, 2 lotion bottles and 2 cream jars.
6 V 9419 **\$16.95**
Shpg. wt., 14 lbs.

(D) **Lid Fitted Case**
18-in. size. Same fittings as 6 V 9419, no nail file.
6 V 9418 **\$12.95**
Shpg. wt., 9 lbs.

(A) **Women's Wardrobe Case**
21x17½x8¼ in. size. Six individual, removable rod hangers with curtain for covering garments. Room for accessories.
6 V 9417 **\$13.95**
Shpg. wt., 13 lbs.

(B) **Women's O'Nite Case**
18, 21 or 24-inch size. Three shirred pockets in body of case—one in lid. Shipping wts., 7, 8, 9 lbs.
6 V 9416—State size... **\$6.95**

GLADSTONES

USEFUL
CHRISTMAS
GIFTS



(A) **Men Gladly Pay \$12.50**

- Latest submarine locks.
- English woven plaid lining.
- Non-sag frame, metal supports. Scuffer corner plates.

\$8.98

(A) **Big Savings!** First quality boar grain split cowhide. Three pockets, shirt fold on center divider. Post handle. Size, 24 or 26-in. Black or brown. State color.
6 V 9200—Shpg. wt., 13 and 14 lbs. **\$8.98**

(B) **Finest Cowhide Women's Bag**

- Top quality, baby walrus grained.
- Fine Molre lining. Shirred, coil wire elastic pockets on each side of divider.
- Light weight, steel frame. Post handle.

Like \$15 gladstones! Size, 22x12½x6 in. Black or brown. State color.
6 V 9203—Shpg. wt., 10 lbs. **\$11.45**

(C) **Women's Split Cowhide Bag**

- Baby Walrus grained. Steel frame.
- Rayon lining. Center divider, pocket.

Bargain! Reinforced leather corners. Leather post handle. Size, 22x12½x6 in. Dk. brown or black. State color.
6 V 9214—Shpg. wt., 10 lbs. **\$6.59**

(D) **Men's Bargain! Steel Frame**

- Shark grained split cowhide.
- Plaid fabric lined. Metal bottom studs.

Worth 20% more! Shirt fold, inner pocket. Post handle. Reinforced corners. Welted seams. Size, 24x13½x8-in. Black or dark brown. State color.
6 V 9211—Shpg. wt., 12 lbs. **\$4.98**

GENUINE LEATHER

(Split Cowhide) BRIEFCASES

- HEAVY SHARK GRAINED LEATHER WITH 3 POCKETS



• **PATENTED EXPANSION STRAPS**
SLIDE IN OR OUT
TO FIT CONTENTS

Shark Grained

4-ounce stock, split cowhide leather, shark grained. 3 pockets; talon slide fastener across top; drop style leather handle. Special design takes all strain off the slide fastener... D-type handle attached in manner that divides weight evenly. Imitation leather gussets and partitions. Size, 16x11 inches. Black or dark brown. Initials in gold free. State color and print initials wanted. Shipping wt., 1 lb. 14 oz.
\$1.49

New Expansion Style

Elastic straps slide in or out automatically, to fit contents of case. Sold exclusively by Mail Order by Sears. Use as envelope or brief case. Split cowhide leather walrus grained. 3 pockets; 16x12 inch. Keratol gussets; fiber partitions; slide fastener across top; drop style handles. Black or brown. Initials in gold free. State color and print initials. Shipping weight, 2 lbs. 8 oz.
\$1.95

12 V 5432..... **\$1.95**

12 V 5333—Like 12V5432 but all split leather sides, partitions and gussets..... **\$2.49**

12 V 5430... **\$1.49**

NEW Director BILLFOLDS

With Features You've Never Seen Before in a Wallet of Finest Genuine Leather . . . Beautiful Gift Presentation Box . . . His Name Stamped in Gold FREE!



Director Billfold. 2-fold style. Your choice of fine Steerhide or Cowhide . . . leathers that practically never wear out! Size, closed, $3\frac{1}{2} \times 4\frac{1}{2}$ inches. Print name plainly and state color. Shipping wt., ea. 11 oz.

(A) 18 V 2305—Black or Brown Cowhide Leather.

(B) 18 V 2300—Brown Steerhide Leather.

\$3³⁹ Each

Extra High Grade Director Billfold. 2-fold style. Smooth calf leather with hand-laced leather edges or imported grained goatskin, a much prized leather, known to generations for quality. Size, closed, $3\frac{1}{2} \times 4\frac{1}{2}$ in.

Print name and state color. Shpg. wt., ea., 11 oz.

(C) 18 V 2301—Brown Hand-laced Calf Leather.

(D) 18 V 2306—Black or Brown Goatskin.

\$4⁸⁸ Each



TWIN ZIP WALLET AND ZIP KEY CASE IN STRONG STEERHIDE

\$1⁹⁸ SET

Genuine Steerhide—super-value! A set that will give many years of service! Three-fold wallet has Zip bill pocket! A second Zip guards coins or tickets! More protection for your money, more convenience! Wallet size, closed, $4\frac{1}{2} \times 3$ in. Matching six-hook key case has Zip closing and fine suede leather lining. \$3.00 value! His name stamped in gold, free—adds tremendously to the pleasure of your gift.

COLOR: Brown only. Print name wanted plainly.

18 V 2251—Set of Wallet and Key Case. Shipping weight, 7 ounces. **\$1.98**

18 V 2252—Wallet only. Shipping weight, 5 ounces. **1.49**



89^c Each

2-fold style! Steerhide or Cowhide! "Zip" pocket! Snapped Coin pocket! Card pocket. Size, closed, $3\frac{3}{4} \times 4\frac{1}{4}$ in. Print name wanted plainly. Shpg. wt., 4 oz.

18 V 2304—Embossed Brown Steerhide.

18 V 2307—Black Grained Cowhide.



98^c Each

Cowhide or Steerhide! 3-fold with "Zip" bill pocket! Social Security or card pocket. Coin pocket. Size, closed, $4\frac{1}{2} \times 3$ in. Print name wanted plainly. Shpg. wt., 4 oz.

18 V 2272—Brown Steerhide.

18 V 2273—Black Cowhide.



3-fold style. Embossed Steerhide! Has a place for everything! Zip bill pocket! Coin pocket. Calendar, extra pocket for stamps. Size, closed, $4\frac{1}{2} \times 3$ in. Print name plainly. Shipping weight, 5 ounces. **\$1⁵⁹**


18 V 2302—Embossed Brown only.



Genuine leather in 3-fold style! Tremendous value! Card pocket, coin pocket, "window" pocket. Size, closed, $4\frac{1}{2} \times 2\frac{3}{4}$ in. Print name and state color. Shpg. wt., 4 oz. **49^c**

18 V 2303—Black or Brown.

FOR OTHER BILLFOLDS SEE SEARS BIG CATALOG

SEARS  PAGE 83

**FOUR STAR
FEATURE**



**CHAMPION
ELECTRIC
SHAVER**

**SPECIAL FEATURE
DOUBLE CUTTING
HEAD**

Free
**HIS NAME
IN GOLD ON
LEATHER CASE**

THE GIFT HE'LL APPRECIATE MOST

NEW! IMPROVED!

CHAMPION

ELECTRIC DRY SHAVER

Regular \$12.50 Value **\$9.89**

Just watch his face light up on Christmas morning when he sees his new Champion Electric Shaver. Electric shaving is new—modern—that's why every man wants a Champion. Champions give the utmost in shaving comfort—easier and faster, too, and they eliminate the use of brush, blades, soap and water. The Champion is the perfected electric shaver. The special double cutter head will shear off the toughest whiskers easily and smoothly without irritating the skin—leaves the face smooth and clean. The cutter head is clog-proof and easy to remove and keep clean and sanitary. The precision adjusted heavy duty motor has graphite-treated bearings and requires no oiling. Operates on A.C. or D.C.—state choice of 6, 32 or 110-120 volts. Complete with six-foot cord and leather case with full name in gold free. Print name wanted.

8 V 9635—Shipping weight, 14 oz. \$9.89

Packard Shaver
Lektro-Shaver with the round head cutter. Complete with cord, case, instructions.
Postpaid 8 V 6336 \$15.00

Schick Dry Shaver
Electric shaver. Complete in leather case with cord and instructions for using.
Postpaid 8 V 6337 \$15.00

AC-DC motor. State Choice of 6, 32, 110-120 volts.



Williams' Holiday Men's Set A \$1.50 Value

In Christmas gift box. Includes **89c**
50c size Williams Aqua Velva lotion, 25c size talcum, 50c size luxury shaving cream. 25c package of 5 razor blades.

8 V 9608—Shpg. wt., 3 lbs. 89c



Palmolive's Men's Gift Set 4 Pieces—\$1.20 Value

For the practical and fastidious man—25c size Palmolive shave cream, 35c size after-shave lotion, 25c size talcum and 35c size Colgate dental cream. A gift he'll surely appreciate.

8 V 9626—Shpg. wt., 3 lbs. 6 oz. 89c



The Fragrance Men Prefer—Wembdon Lavender

Walnut finish cigar humidor with handsome designed top. Moisture-proof and lined with metal moistener. Capacity 50 cigars. Contains Wembdon soap, after-shave lotion, bowl of shaving soap and can of talcum powder. **Postpaid. 8 V 9603 \$4.85**

An attractive Christmas package for men, consisting of full-size packages of Wembdon lotion, tube of shaving cream and can of talcum powder. Gift box. **Postpaid. 8 V 9602 \$1.50**

Introductory gift box of famous Wembdon lavender. Trial size shaving soap in wooden bowl, bottle of after-shave lotion and men's cologne. **Postpaid. 8 V 9601 \$1.00**



S. R. Blades—Genuine Swedish Steel

Here's a gift any man will appreciate, and he'll be reminded of the giver every time he shaves. Fifty double-edged guaranteed blades in a Christmas package. These blades will give him real shaving comfort. Made of Swedish steel, sharpened to a keen edge. This is a real value and splendid gift.

50 Blades for 43c

8 V 6388—Shpg. wt., 5 oz. 50 Blades 43c

\$1.00 It Looks Like a \$2.00 Value



Bond Street Pipe Set

Any man who enjoys a pipe will get a thrill out of this Christmas present—a complete set, with everything except his tobacco. Set consists of (1) The Bond Street rum-cured pipe (in shape shown) made of selected imported briar, walnut finish, with moisture-proof trap to insure a cool, dry smoke. (2) Genuine leather pouch, with rubberized lining and "Zip" slide fastener. (3) Pipe reamer in leather case. (4) Flannel pipe pouch. (5) 12 pipe cleaners. Shipping weight, 1 pound.

8 V 6941—Complete Set, Only. \$1.00



Christmas Gifts Any Smoker Will Appreciate at a Big Saving in Price

25 Sears Jubilee Cigars
Fine imported and domestic tobaccos. Natural wood box, hinged cover, brass clasp. Shpg. wt., 1 lb. 4 oz. **\$1.00**
8 V 4604

Long Filler Havana Cigars
50 fragrant cigars in attractive metal humidor with mirror inside cover. Shipping weight, 3 lbs. 8 oz. **\$4.98**
8 V 6942

Lektrolite Flameless Lighter
Windproof and dependable. Fits vest pocket or purse. Complete with lighter fluid. **Postpaid. 8 V 7975 \$1.25**



Cigarette Case
Automatic cigarette lighter case. Holds 14 cigarettes. Enamel finish. Shpg. wt., 8 oz. **98c**
8 V 7977

Genuine Meerschaum
Hand-carved with amber mouthpiece. Straight or bent stem. State choice. Print initials. Shpg. wt., 10 oz. **\$6.89**
8 V 7978

4-Piece Smoker's Set!
Genuine pressed briar pipe, straight stem, automatic pocket lighter, cigar holder and cigarette holder. Packed in rayon lined gift box. **8 V 7976—Shpg. wt., 12 oz. 69c**



De luxe Shaving Set

5 Pieces—Including GEM Safety Razor and 1 Blade **\$3.98**

One of the handiest, hand-somest sets we've seen! Matching pieces in gray and black design with chromium trim. Set includes folding shaving stand (mirror and bowl) shaving brush, Gem safety razor with blade, military brush and comb with metal back. Mirror may be set up where light is best. In rich, fully lined gift box. **A \$6.00 Value.**

8 V 9634—Shpg. wt., 4 lbs. 8 oz. **\$3.98**



Genuine Ebony Military Set

This 3-pc. set includes two oval-shaped solid back brushes with sturdy securely set bristles and good quality comb. Initial engraved free on metal medallion on brushes. **Print initial wanted.** In gift box.

8 V 9788—Shpg. wt., 1 lb. 3 oz. **\$1.00**



(B) \$1.69



(A) \$4.79

De luxe Travel Case

Genuine Top Grain Cowhide Leather—\$10 Value!

A superb travel case—in looks—in quality—in value! 12 high grade fittings include: club style genuine ebony hair brush, comb, shoe horn, scissors, nail file, standup mirror, cloth brush, lotion bottle, and 4 boxes for razor, tooth brush, shaving brush and creams. Swanky light brown or non-fading black leather. Genuine Talon slide fastener. State color and print initials.

8 V 9633—Shpg. wt., 2 lbs. 13 oz. **\$4.79**



(C) \$2.89

BAE
FREE!
HIS INITIALS
STAMPED ON
CASE

(D) \$1.00

11-Piece Travel Case

Genuine Leather—\$5.00 Value!

A spectacular value—designed to please him and please your pocketbook. A good \$5.00 value! Includes a military brush, comb, nail nipper, file, shoe horn, 4 boxes for shaving brush, creams, and toothbrush, lotion bottle, and standup picture frame mirror. Black or Brown genuine leather case with "Zip" slide fastener. State color and print initials wanted.

8 V 9632—Shpg. wt., 2 lbs. 12 oz. **\$2.89**

9-Piece Travel Case

Handy—Compact—\$3.00 Value!

Has all the appearance of a case costing double this price! 9 fittings include military brush, comb, nail file, tweezers, mirror, 3 boxes, and lotion bottle. Black genuine leather with "Zip" slide fastener. **Print initials wanted.**

8 V 9631—Shpg. wt., 1 lb. 10 oz. **\$1.69**

Special! 6-Piece Case

At Least a \$2.00 Value!

Neat artificial leather case containing mirror, nail file, comb, military brush, soap box and toothbrush box. Amazingly complete at this low price and an ideal Christmas gift. Opens and closes on "Zip" slide fastener. **Print initials.**

8 V 9630—Shpg. wt., 1 lb. 6 oz. **\$1.00**



EACH SET
IN ATTRACTIVE
GIFT BOX

3-Piece Military Brush Set

Initial Engraved Free on Back of Brushes of These 2 Sets

A \$2.50 Value

2 fine quality Prophy-lac military brushes with fancy metal backs and a comb. **Print initial.** Shipping weight, 1 lb.

8 V 9628 **\$1.19**

4-Piece Military Brush Set

Initial Engraved Free on Back of Brushes of These 2 Sets

A \$3.50 Value

The initial "personalizes" this gift! This famous set includes 2 military brushes, cloth brush and comb. In a gift box. **Print initial.**

8 V 9629—Shpg. wt., 1 lb. 8 oz. **\$1.79**

Genuine Ebony 6-Piece Set

He'll appreciate this! Contains 2 military brushes, cloth brush, hat brush, comb and shoe horn. Pure white bristles are firmly set in solid black genuine ebony. Shpg. wt., 3 lbs. 4 oz.

8 V 9793 **\$3.79**

5-Piece Military Set

A splendid value. This practical gift includes 2 ebony finish military brushes and cloth brush, comb and shaving brush. Save on a fine gift for any man! Shpg. wt., 1 lb. 11 oz.

8 V 9600 **89c**



"Tally-Ho" Men's Set

What gift could be more appropriate? Talcum, wooden shaving bowl with soap and shaving lotion. The well known Tally-Ho name assures you quality. Attractively packaged. Shipping weight, 1 pound 6 ounces. **\$1.00 Value.**

8 V 9621 **59c**

4-Pc. "Pickwick" Gift Set

This "Pickwick" set makes a handsome as well as practical present. Talcum powder, after shave lotion, large tube of shaving cream and styptic pencil. In a neat box. Shipping weight, 2 pounds 5 ounces.

75c Value. 8 V 9707 **39c**

Mickey Mouse Sets

Boys' and girls' military outfits. In gift box.

3 Pieces—Two brushes and comb. An ideal gift. Shpg. wt., 12 oz.

8 V 9797 **79c**

2 Pieces—Brush and comb. Shpg. wt., 10 oz.

8 V 9796 **49c**

Ebony Finish Military Sets

3 Pieces—2 brushes and comb. In gift box. Shpg. wt., 12 oz.

8 V 9799 **59c**

2 Pieces—Brush and comb in gift box. Shpg. wt., 9 oz.

8 V 9798 **39c**

Metal Back Military Set

Full size genuine bristle military brush, and comb. High luster natural metal back with engine turned design. Shipping weight, 10 ounces.

8 V 9790 **44c**

THAT GLAMOUR GIFT- by Du Pont

Genuine Du Pont Pyralin Dresser Set FREE INITIAL for Four Pieces Included

At Least a \$15.00 to \$20.00 Value!

Give her her heart's desire this Christmas—a Pyralin dresser set—at a saving that's a Christmas gift in itself! 18 stunningly designed pieces that make an ensemble of beauty on her dressing table! Pieces are: clear beveled glass mirror, about 13 in. long; hair brush; comb; mirror glass dresser tray; 2 cream jars; 2 powder jars; nail file; cuticle knife; mascara brush; powder brush; shoe horn; nail buffer; button hook; scissor; and 2 perfume or lotion bottles. Initial for four pieces furnished free! Colors: Rose, Green, or Maize with brilliant mother-of-pearl effect finish, and also in plain Jet Black. Be sure to state color and print initial wanted.

In Beautiful Rayon Lined Gift Box

8 V 9711—18 Pieces in gift box—Shpg. wt., 13 lbs. **\$9.69**
Same as above but without Gift Box.
8 V 9714—Shipping weight, 6 pounds 5 ounces..... **7.79**



18 PIECES
\$9.69
With Case



20 PIECES
\$13.95

MAKE IT A
PERSONAL
Gift

Individual
initial in style
shown turn-
ished for pieces
mentioned
with instruc-
tions for
mounting.

10 PIECES
\$4.95



Amazingly Rich Looking—A Special Value!

INITIAL Supplied FREE for Four Pieces
Easily Worth DOUBLE Sears Price!

A set that looks extravagantly rich yet costs amazingly little! She'll think you paid \$10.00 or more for this set with its soft lovely coloring, its graceful design and feminine charm. Complete set with heavy crystal-clear beveled glass mirror about 14 in. long, fine quality hair brush, comb, nail file, buffer, cuticle knife, button hook, shoe horn and two utility boxes. Initial for four pieces supplied free! Colors: Nile Green, Ivory (Eggshell tint) or Rose. Print initial wanted and state 1st and 2nd color choice. Shipping weight, 7 pounds 13 ounces.

8 V 9779—10-Piece Set in lovely rayon-lined gift box... **\$4.95**

Pearl-Like Finish on Crystal Clear Base

With FREE INITIAL for Four Pieces
A \$25.00 to \$27.50 Value!

The finish of this rich boudoir set is made to duplicate the lovely fleeting colors of genuine satin-like sea pearl! Crystal-like base is in lovely harmony with the beautiful pearl effect. 20 pieces, including clock, hair brush with fine white bristles, clear beveled glass mirror about 13 in. long, and other useful articles illustrated. In a beautiful finely lined gift box. Comes with attractive initial for four pieces. Colors: Rose, Green, or Maize. State initial wanted and choice of color. Shipping weight, 10 pounds 14 ounces.

8 V 9720—20-Piece Set in gift box..... **\$13.95**

Genuine Du Pont Solid Pyralin

Lower Priced Toilet Sets



6-PIECE SET
A \$6.00 Value! **\$3.98**

The essential articles—in fine solid Du Pont Pyralin. Hair brush, comb, mirror, file, powder box and jar in a lovely rayon lined gift box. Initial for two pieces included. Colors: Rose, Green, Maize or Black. A big value. Print initial and state color wanted. Shipping weight, 6 lbs.

8 V 9712—6-Piece Set... **\$3.98**



3-PIECE SET
Christmas Special **\$2.98**

First time that we know of—a set of this quality packed in a lovely lined gift box for this price! Excellent quality solid Pyralin with the three most-used pieces. Initial for two pieces. Colors: Black, Rose, Green or Maize. Print initial and state color wanted. Shipping weight, 2 lbs.

8 V 9715—3-Piece Set... **\$2.98**



6-PIECE SET
\$3.00 Value! **\$1.98**

A worthwhile gift at a real saving! Du Pont pyralin, composition filled, in a smart modern design. In rayon-lined gift box. Initial for two pieces. Colors: Rose, Green, or Black. Print initial and state color wanted. Shpg. wt., 4 lbs. 3 oz.

8 V 9716—6-Pc. Set... **\$1.98**

3-PIECE SET
\$1.00 Value! **67c**

Well-made, modern style dresser set. Has celluloid back with metal base and bright metal rims. Initial for 2 pieces. Mirror is about 12 in. long. Colors: Black, Green or Ivory. Print initial and state color wanted. Shpg. wt., 2 lbs. 2 oz.

8 V 9726—3-Pc. Set... **67c**



Wemdon Lavender

Charming Gifts! Wemdon Lavender Baskets

Contains 2 bars soap, bottle cologne, sachet bag, 2 sachet envelopes, and tablet and powder water softeners. In box. Postpaid.

8 V 9606 \$1.50

Contains dusting powder, soap, bottle of cologne, sachet bag, sachet envelope, and powder and tablet water softeners. In box. Postpaid.

8 V 9607... \$2.50



Wemdon Lavender Sets in Lined Gift Boxes

A beautiful 5-piece gift set of fragrant Wemdon Lavender Toiletries. Set contains talc, soap, bottle of cologne and two water softener tablets.

Postpaid.

8 V 9605... \$1.65

A smart yet inexpensive 3-piece set. Contains lavender cologne, soap, and talc, beautifully presented in a lovely lined gift box.

Postpaid.

8 V 9604... \$1.00

Lovely Gifts AT A BIG SAVING



Heart Shape Leather Manicure Case A Wonderful Value!

Our novelty shape case, beautifully lined. 11 pieces include 5 with lovely Pyralin handles in Black, Green, or Rose; also scissors, eyebrow plucker, pusher and other articles. "Zip" opener. Size, open, about 9½x7½ in. State color. Shpg. wt., 13 oz.

8 V 9609... \$2.98

Bargain Zip-Opening 8-Piece Manicure Set Value Sensation!

Don't fail to buy at least one for your gift list! Genuine leather, "zip" opener. Contains 4 bottles of manicure preparations, good quality nail file, orange stick, emery stick and cotton roll. Size, open, about 7½x6 in. Shpg. wt., 10 oz.

8 V 9614... 59c

Genuine Leather Manicure Case The Perfect Gift!

89c

She'll call herself fortunate indeed to receive this gift! 4 large bottles of good quality manicure preparations, nail file, orangewood stick, cotton and emery stick. Easy working "Zip" slide fastener. Size, open, about 8x8½ in. Shipping wt., 1 lb. 2 oz.

8 V 9612... 89c



Musical Powder Box

A delightful box that "sings" a melody in chimes every time the cover is lifted! Beautiful imported porcelain picture top. Height, about 3½ in. Glittering "satin" finish metal. Colors: Rose or Green. State color. Shpg. wt., 1 lb. 8 oz.

8 V 9627... \$1.98

Christmas Gift Basket

Here's a clever gift idea—one that will give her a thrill! A nicely decorated basket filled with water softener, perfume, soap, and sachet, in either delightful Gardenia or Lavender odor. State choice of odor. Shipping wt., 1 lb. 10 oz.

8 V 9620... 39c



Snap Button Manicure Case

Contains 3 bottles manicure preparations and three necessary manicure pieces. A handy, low-priced set! Imitation leather case. Shpg. wt., 1 lb.

8 V 9610... 27c

Genuine Leather Manicure Case

Compact—complete! Contains 3 manicure preparations and manicure pieces. "Zip" opening case about 6x5 in. open. Shipping wt., 12 oz.

8 V 9615... 39c

Cigarette Box Manicure Set

With four bottles nail preparations and three other manicure needs. Wooden box will hold cigarettes afterwards. Size, about 8x2½x4 in. Shpg. wt., 2 lbs. 2 oz.

8 V 9611... 89c



Lady Esther Gift Set \$1.10 Value

Your "Leading Lady" will welcome this practical Lady Esther gift set. Contains Lady Esther's two most popular items—55c size Four Purpose Cream and 55c size Face Powder, both smartly presented in a two-tone color gift box. Powder comes in four shades: Natural, Rachel, Beige, and Brunette. Be sure to state shade. A smart yet practical gift. Shipping wt., 1 lb. 8 oz.

8 V 9794... 69c

Cashmere Bouquet Gift Sets Always in Good Taste

These world famous toilet preparations make lovely gifts. You'll pay her a wonderful compliment 5-Piece Set with one of these gifts!

Five-piece Set. Contains small size face powder, perfume, cold cream, hand lotion and toilet soap. Shipping weight, 2 pounds.

8 V 9784... 49c

Large Size Set. \$1.10 Value. Contains large bottles of hand lotion, face powder and large cake toilet soap. Shipping weight, 2 pounds 5 ounces.

8 V 9625... 89c



Flower Perfume Set

\$1.25 Value. Perfume, cologne, sachet, artificial flower. Gardenia or Lilac odor. State choice. Lined gift box. Shpg. wt., 12 oz.

8 V 9619... 89c

Perfume Set

75c Value! 5 bottles of perfume in 4 different odors. Use a different odor for every occasion. In gift box. Shpg. wt., 14 oz.

8 V 9618... 59c

Bath Set

65c Value! Bath powder, perfume, talcum, and water softener. A complete set. Gardenia or Lilac. State choice. Shpg. wt., 1 lb. 4 oz.

8 V 9617... 47c



10-Piece Bath Set

Water softeners, perfume, dusting powder. Gardenia or lavender. State choice. Shpg. wt., 1 lb. 11 oz.

8 V 9624... 29c

3-Piece Set

2 bottles of perfume and box of face powder. In gift box. Shpg. wt., 10 oz.

8 V 9622... 19c

Flower Gift Set

Artificial flower, face powder, 2 bottles perfume. Gardenia or lavender. State choice. Shpg. wt., 1 lb.

8 V 9623... 24c

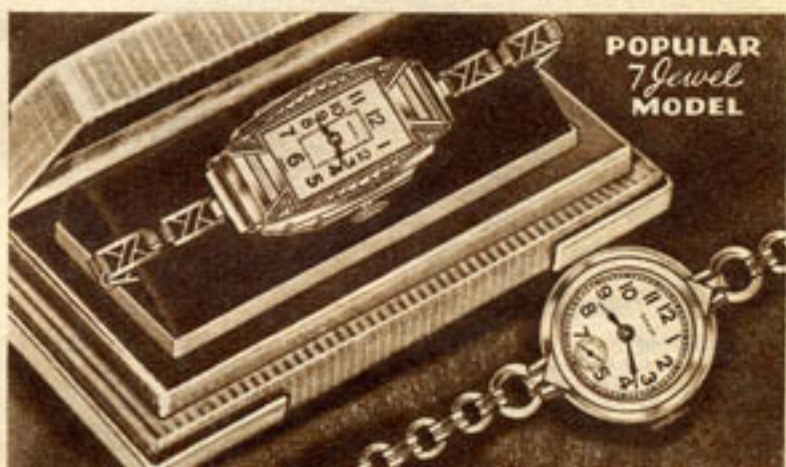


For Life-Long Satisfaction . . . Beauty . . . STYLE

Choose the Perfect Gift; a Beautiful, Dainty Watch

\$11⁹⁵ Small, petite and attractive . . . any woman would be proud to wear one of these exquisite watches! They are finely adjusted, excellent timekeepers! Cases are 10-K yellow rolled gold plate with non-tarnishing satin finished steel backs. Each model is matched by a dainty safety 7 Jewels bracelet, which protects against dropping or losing the watch. The easy-to-read dials and the delicate engraving on the cases represent the best in watch design and style. Choice of 7 or 17-Jewel Swiss movements. Each watch comes in a beautiful gift box, making the perfect present for any woman or girl. (Watches shown are three-quarters actual size.) Shipping weight, each, 9 oz.

Round Model	\$11.95	Square Model	\$11.95
4 V 371—7 Jewels.		4 V 369—7 Jewels	
4 V 372—17 Jewels..	14.95	4 V 370—17 Jewels	14.95



A WATCH—The Most Precious Gift of All!

Smartly Styled Yellow Gold Cases

REGULAR	\$12⁵⁰	REGULAR	\$15⁵⁰
VALUE	\$9⁹⁸	VALUE	\$12⁹⁸
	7 Jewels		17 Jewels

Here are real values—real holiday bargains in beautiful, lasting Christmas gifts. Sears watches are known for quality—beauty—accuracy—durability and **STYLE!** The fine quality movements (imported from Switzerland) are absolutely backed by Sears well known guarantee—"You must be satisfied!" The dainty women's models or the masculine men's watches are timepieces anyone would be proud to own and wear. All these watches (both men's and women's) have 10-K yellow rolled gold plated cases with perspiration-proof, non-tarnishing satin finished steel backs. Each in gift box. Shpg. wt., ea. 9 oz.

For Women and Girls

(A) Ever-Popular Baguette Style (Beautiful Matching Bracelet)
4 V 363—7 Jewels . . . \$ 9.98
4 V 364—17 Jewels . . . 12.98

(B) Neat, New Round Style
4 V 367—7 Jewels . . . \$ 9.98
4 V 368—17 Jewels . . . 12.98

(C) Rectangular Favorite
4 V 365—7 Jewels . . . \$ 9.98
4 V 366—17 Jewels . . . 12.98

For Men and Boys

(D) Favorite Rectangular Model (Genuine Tan Leather Pigskin Strap)
4 V 1247—7 Jewels . . . \$ 9.98
4 V 1248—17 Jewels . . . 12.98

(E) Semi-Plain Model
4 V 1232—7 Jewels . . . \$ 9.98
4 V 1233—17 Jewels . . . 12.98

(F) Engraved Oblong Model
4 V 1230—7 Jewels . . . \$ 9.98
4 V 1231—17 Jewels . . . 12.98

7-Jewel Watches at Money Saving Prices

10-K Yellow Rolled Gold or Chromium Plated Cases

Any woman or girl would love to own either of these attractive, modern wrist watches. Beautifully styled—carefully constructed seven-jewel Swiss movements. Either the round or rectangular model come in lovely yellow rolled gold or gleaming chromium plated cases with matching link bracelets. Both cases have tarnish-proof satin finished steel backs. Each in gift box. Shpg. wt., each, 9 oz.

Rectangular Model	\$6.95	Round Model	\$6.95
Chromium Plated Case		Chromium Plated Case	
4 V 373—7 Jewels . . .		4 V 375—7 Jewels . . .	
Yellow Rolled Gold Case.		Yellow Rolled Gold Case.	
4 V 374—7 Jewels . . . \$8.95		4 V 376—7 Jewels . . . \$8.95	



Sturdy Watches for Men and Boys . . . SAVE!

Guaranteed seven-jewel movements (Imported from Switzerland), sturdily built and guaranteed. Chromium plated cases, with sweat-proof backs, resemble white gold. Embossed model has adjustable safety bracelet. Popular cushion-shaped model has black genuine leather strap. Gift box.

Embossed Case Matching Bracelet.
4 V 1245—Shipping weight, \$6.95
each, 9 ounces . . .

Cushion-shaped Case—Leather Strap.
4 V 1244—Shpg. wt., 9 oz. . . \$5.95

The semi-plain rectangular case is 10-K yellow rolled gold plated with non-tarnishing steel back. Genuine pigskin tan leather strap has matching buckle. 7-Jewel imported Swiss movement; it's a good timekeeper and will give service. In attractive gift box. A usual \$10.00 value! Shipping weight, 9 oz.

4 V 1246 . . . \$8.95



Slender 10-K Yellow Gold Plated Case

\$13⁹⁵ 7 Jewels or 17 Jewels. The Perfect Christmas Gift for "HIM!" The biggest step forward in fine watch design for men—curving the case to fit the wrist! Look at these features . . . features you'll find in watches at much higher prices, but presented here in popular-priced models.

7 Jewels Case: Beautiful 10-K yellow rolled gold plate, with perspiration-proof, tarnish-proof back of stainless steel. **Movement:** Your choice of a 7-Jewel or 17-Jewel fine Swiss movement, built for strength and accuracy. **Strap:** Triple-thong type of genuine tan pigskin. This is a high quality, up-to-date watch. Gift box. Shpg. wt., each, 9 oz.

7 Jewels	\$13.95	17 Jewels	\$16.95
4 V 1242 . . .		4 V 1243 . . .	

Waltham's Exquisite Designs

TWO DIAMONDS

SIX DIAMONDS

TWENTY DIAMONDS

30
Sparkling
DIAMONDS

Beautiful Waltham Watches—A Lifetime Gift for "HER"

Two or Six Genuine Diamonds—14-K Solid Gold Cases

Two sparkling diamonds highlight the beautiful designs of these 14-K solid yellow or white gold Walthams. Graceful yellow gold color numerals and hands adorn the beautiful faces... 15 Jewels for accuracy and long service! Dignified black silk cord bracelet to match. State choice of white or yellow gold. In gift box. Shipping weight, each, 9 ounces.

Square Model
4 V 401
\$37.50

Round Model
4 V 400
\$37.50

Easy Payment Price, each... **\$41.00**
\$4 down, \$5 monthly.

Six sparkling diamonds just prove the value built into this fine 17-Jewel Waltham... famous for accuracy and long wear! 14-K solid white or yellow gold cases. Adjustable, black silk cord bracelet to match. State choice of white or yellow gold. In gift box. Shipping weight, 9 oz.

4 V 402... \$49.95

Easy Pay. Price... **\$54.45**
\$5 down, \$5 monthly

Waltham Masterpieces! 17-Jewel Watches **\$75 to \$110 Values**

Dainty, Small Size, 14-K Solid White Gold Cases

Lustrous 14-K solid white gold cases with twenty and thirty genuine diamonds, mark these dainty Walthams "exquisite and distinctive" models. Tiny and graceful—gifts that are planned for a lifetime of accuracy. Black silk cord bracelets. In gift box. Shipping weight, each, 9 ounces.

<p>(A) \$85 Value Square Model 20 Diamonds 4 V 404... \$69.85 Easy Payment Price... \$76.35 \$6 down, \$7 monthly</p>	<p>(B) \$75 Value Round Model 20 Diamonds 4 V 405... \$64.85 Easy Payment Price... \$70.35 \$6 down, \$6 monthly</p>	<p>(C) \$110 Value New Semi-Square 30 Diamonds 4 V 403... \$89.75 Easy Payment Price... \$98.25 \$8 down, \$8 monthly</p>
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SET WITH TWO DIAMONDS *Popular Priced*

Favorite Styles—Neat, Tiny, Up-to-Date

Two genuine diamonds are set in the 10-K yellow rolled gold plate cases, with non-tarnishing backs. Link bracelets. Prices elsewhere are at least \$5 more. She will treasure one of these beautiful 7 or 17-Jewel Swiss movement watches for years! In gift boxes. Shpg. wt., each, 9 oz. **\$13.95**

<p>Beautiful Baguette Style</p> <p>4 V 377—7-Jewel... \$13.95</p> <p>4 V 378—17-Jewel... 16.95</p>	<p>Neat Semi-square Style</p> <p>4 V 379—7-Jewel... \$14.95</p> <p>4 V 380—17-Jewel... 17.95</p>
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7-Jewel Elgins for Men and Women

Famous for beauty and accuracy, an Elgin has long been the ideal Christmas gift! 10-K yellow gold filled cases. In gift boxes. Postpaid.

<p>Women's Watch</p> <p>Black silk cord bracelet.</p> <p>4 V 406... \$27.50</p>	<p>Men's Watch</p> <p>Tan Pigskin Leather Strap.</p> <p>4 V 1050... \$25.00</p>
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Cash or Easy Payments, \$3 down, \$4 monthly

9-Jewel Walthams for Men and Women

For dainty femininity or masculine strength—give a Waltham! Cases have perspiration-proof backs. In gift box. Shpg. wt., ea., 9 oz.

<p>Men's Walthams</p> <p>Matching link band.</p> <p>4 V 964—Chromium... \$15.95</p> <p>10-K yellow gold—tan strap.</p> <p>4 V 963... \$17.95</p>	<p>Women's Walthams</p> <p>Matching link bracelet.</p> <p>4 V 451—Chromium... \$15.95</p> <p>10-K yellow gold.</p> <p>4 V 465... \$17.95</p>
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See Page 5 for Easy Payments, Use Easy Payment Order Blank.

BULOVA *The Watch of the Air*

"American Girl"

You've heard of the Bulova "American Girl" models on your radio—here they are—brand new, neat, dainty, and "small as a dime." 10-K yellow gold filled cases with perfectly matched link bracelets. 17-Jewel movements. In gift box. Postpaid.

<p>Embossed Octagon Style</p> <p>4 V 561 \$39.75</p>	<p>Plain Oval Style (In Box)</p> <p>4 V 562 \$39.75</p>
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Cash or Easy Payments, \$4 down, \$5 monthly

"Lady Bulova" Models — With or Without Diamonds

A beautiful engraved case with four genuine diamonds and matching link bracelet—or semi-plain case with black silk cord bracelet. Cases are 10-K yellow gold filled—17-Jewel movements. Each in gift box. Postpaid.

<p>Engraved Case— with Four Diamonds</p> <p>4 V 559—Cash or \$49.50</p> <p>Easy Payments... \$5 down, \$5 monthly</p>	<p>Semi-plain Case— without Diamonds</p> <p>4 V 560—Cash or \$29.75</p> <p>Easy Payments... \$3 down, \$5 monthly</p>
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BULOVA'S BANKER

CURVED TO FIT THE WRIST

Bulovas... Newest for Men

You can't beat these 17-Jewel Bulovas for looks or quality! They have everything a man prizes in a watch—accuracy, appearance, ruggedness, and comfort. The "Banker" has a 10-K yellow rolled gold plate case with tan pigskin strap. The "Minute Man" (shown in box) has a 10-K yellow gold filled case with matching chain band. Note the new black dial! Each in gift box. Postpaid.

<p>"Minute Man"—4 V 1170... \$37.50</p> <p>Cash or Easy Payments, \$4 down, \$5 monthly</p>	<p>"Banker"—4 V 1169... \$24.75</p> <p>Cash or Easy Pay't.</p> <p>\$3 down, \$4 mo.</p>
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BULOVA'S MINUTE MAN



Ingersoll SMART THIN MODEL

For Men and Boys

You save nearly 20 per cent! Attractive dials; unbreakable crystals; luminous hands tell time in the dark. Engraving and designs of the chromium plated cases may vary slightly. Gift box. Shpg. wt., 8 oz.

Link Bracelet

4 V 1653.....

Black Leather Strap

4 V 1654.....

**\$3.50
Values
\$2.98**

\$2.98

\$2.98

\$2.98



It's Yellow Gold! It's New!

Made to Sell for \$5—Our Price, \$3.45 **\$3.45**

A guaranteed watch that any member of the family will take pride in wearing. It looks far more expensive than its price tag indicates; that's because it is a New Haven and was originally made to sell for \$5. You save over \$1.50, and what a watch you get! 10-K yellow rolled gold plated case with perspiration-proof back. Convenient new second hand position—for boys, girls, men, women, nurses, teachers, etc. Smart two-tone etched dial. Tan pigskin strap.

4 V 1574—In gift box. Shpg. wt., 8 oz.... **\$3.45**



Men—Boys Save!

Real Values! **\$3.98**

Regular \$5.95 and \$8.95 watches. 7-Jewel American Made. Chromium Cases have perspiration proof backs. Matching link bracelets. Gift box. 10-K. Yellow Rolled Gold Plated Case. 4 V 808—Shpg. wt., 8 oz. **\$6.95** Chromium Plated Case. 4 V 812—Shpg. wt., 9 oz. **\$3.98**



7-Jewel Winston \$5.00 Value

Complete With Knife and Chain

American made. Small, thin, 12-size model with embossed satin finish chromium plated case. Unbreakable crystal. "Stick" type dial. Complete with chromium plated knife and chain. Fully guaranteed. Shpg. wt., 8 oz.

4 V 1610
Complete Set.... **\$3.98**



Popular Thin Model

Our Former Price \$6.95

Popular pocket watch. American made Standard model, attractive in appearance and dependable in operation. Good looking assorted dials and nickel chromium plated beautifully engraved cases. The 7-Jewel movement is fully guaranteed. Low crown and pull-out stem set. In gift box.

4 V 1333
Shpg. wt., 9 oz. **\$4.98**



New Haven Usual \$3.50 Value

Thin 2-Jewel model. Extra thin, small 12-size model. Two hard jewels are placed at friction points where most wear occurs. Unbreakable crystal. Easy-to-read silver color dial. The engraved chromium plated case gleams like white gold. In gift box.

4 V 1530
Shpg. wt., 8 oz. **\$2.98**

A SEARS WATCH OR CLOCK

Sells
Elsewhere
for
\$12.50



BEAUTIFUL INGRAHAM MANTEL CLOCK

\$8.95 Figured, Carved Mahogany Case
8-Day Movement Strikes Hours and Half-Hours on Double Tone Chimes

A beautiful striking clock will add the finishing touch on mantel, radio top, or other prominent position in the home. This is a clock you would be proud to give or receive. Ingraham 8-day pendulum movement—wind it just once a week! Strikes hours on two-chime rods—half hours on single chime rod. Selected figured mahogany case in semi-plain but attractive design. 7-inch dial with raised numerals and pierced hands with yellow gold plated gash surrounding. Size, 20x9 1/2 x 4 1/2 inches. This same quality usually sells for much more! Shipping wt., 10 lbs. 8 oz.

A Gift for the Entire Family 4 V 8617..... **\$8.95**



"NATIONAL" TIME

Sears Own Kitchen
and Wall Clock Models

Usual \$3.00 Values!

These are our own famous "National Time" clocks—made for and sold exclusively by Sears. Electric or 8-day Ingraham movement at the same low price. Die-cast metal case is 7 1/2 inches square, and enameled in Ivory, Green or Red. State choice wanted. Black hands and numerals covered by a convex glass.

Electric clock operates on 50 or 60-cycle (state cycle) 110 to 130 volts alternating current.

8-Day Model in Box
4 V 8718—Shpg. wt., 3 lbs.... **\$1.98**

Electric Model in Box
4 V 8787—Shpg. wt., 3 lbs.... **\$1.98**



8-Day or Electric

Low priced but accurate kitchen clock—made by The Ingraham Clock Co. and fully guaranteed. The 7-in. metal case is enameled in Ivory with Red or Green trim. State choice. Shipping weight, ea. 3 pounds.
4 V 8712—8-Day **\$1.69**
4 V 8781—Electric **\$1.69**

Cooking Clock

Electric clock with timer that notifies "her" (at any interval from one to 120 minutes) when cakes or roasts are done! Minute timer will call when time to remove. Metal case enameled in White with smart black dial. Shpg. wt., 3 lbs. 4 oz.
4 V 8785..... **\$2.95**

It's a \$4.50 Waltham!

Electric self-starting movement. Plaskon bakelite case is 7 1/2 in. over-all and chromium trimmed. Black hands and numerals with full sweep second hand. Black, Red, Ivory, Green or Blue. State choice. Guaranteed. Shpg. wt., 4 lbs.
4 V 8786..... **\$3.98**

These Electric Clocks operate on 60-cycle A.C. 110-130 volts.



For "Her" Christmas American Watches

Gleaming chromium or the more popular 10K yellow rolled gold plated cases with tarnish-proof steel backs. 7-jewel movements, matching link bracelets. Guaranteed. Shpg. wt., ea., 9 oz.

4 V 236—Yellow Gold...\$6.95
4 V 237—Chromium...\$3.98

The Famous "Miss Ingersoll"

Chromium Case and Matching Bracelet

The famous "Miss Ingersoll," a fine Christmas present for any woman or girl, and nearly \$1.50 under the regular price. "Miss Ingersoll" has a guaranteed American movement and is made to sell for \$5.00. It's unusually smart, and one of America's most famous popular-priced watches. Small and up-to-date. Lovely chromium plated case and matching link bracelet. Unbreakable crystal. Gift box. 4 V 1675—Shpg. wt., ea., 8 oz.\$3.69

INGRAHAM WRIST-FIT

Very Smartly Styled

Here is a watch with a "curved to fit the wrist" case that is strongly built and a carefully timed and serviceable movement. The chromium plated case, resembling white gold has an unbreakable crystal. A good watch for men or women. In box. Designs may vary slightly. Shipping weight, each, 8 ounces. 4V1756—Link Band...\$2.29 4V1757—Leather Strap...\$2.29

MAKES A PRACTICAL GIFT

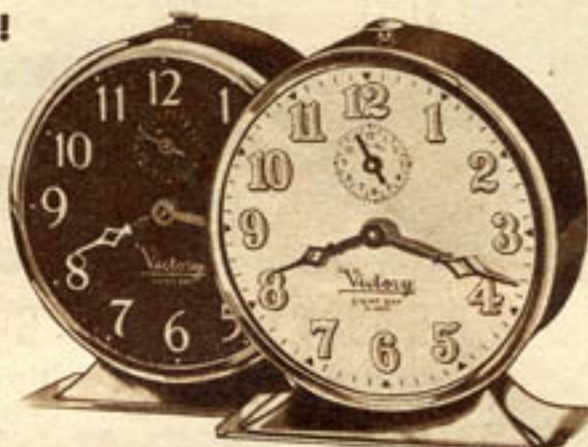
INGRAHAM 8 DAY ALARM!

"The Victory" Model

Plain or Luminous Dial
With Pedestal Base

A dependable clock that will give reliable service for years. Ingraham 8-day movement—it will only need one winding a week. Round black enameled metal case with nickel plated base and bezel. Either plain or luminous (shows time in the dark) dial. Large conventional numerals are easy to read. Enclosed bell alarm with shut-off button on top of case—no groping around in the dark. Size, 6 inches high. Fully guaranteed. Shipping weight, each, 2 lbs. 8 oz.

4 V 8551—Plain Dial...\$1.79
4 V 8552—Luminous Dial...\$2.49



New Alarm Clocks!

Save Nearly One-Third

Beveled edge glass clocks—modern designs with cheery alarms—lovely and dependable.

One-Day Alarm

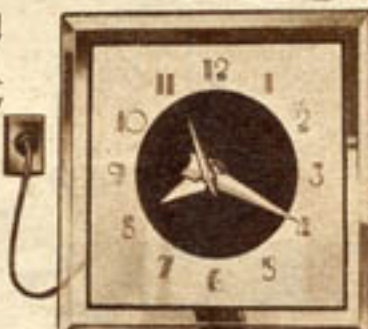
New Haven movement mounted in blue mirror glass 4½ in. high with 2½-in. dial, black hands and numerals.



Very ornamental in any room!
4 V 8564—Shipping weight, 2 pounds...\$3.95

Electric Alarm

Electric movement mounted in silver color glass 5½ in. by 5½ in. square. Blue center circle and blue numerals—red sweep second hand.



4 V 8580—Shipping weight, 3 pounds...\$3.95

NOTE: Electric clocks operate on 60-cycle alternating current 110-130 volts.



"Night Light" Dial

Electric alarm clock with buzzer alarm. Small light behind dial for telling time in dark consumes almost no current, can be turned off or on. Plaskon bakelite case with yellow gold color rim, top, and foot ornaments. Made by Hammond—5½ in. high. Shpg. wt., ea., 2 lbs. 4 oz.

4 V 8581—Ivory color...\$2.98
4 V 8582—Black...\$2.98

Ingraham Electric

An alarm clock with ivory enameled case and yellow gold color rim and top shut-off button. Two-tone cream and silver color dial with black hands and numerals. Full-sweep second hand. 6 in. high. Concealed bell alarm. Shipping weight, 3 pounds.

4 V 8579...\$1.98

Self Starting Electric

\$10.00 value. Strikes hours and half hours on beautifully toned bell. Yellow gold plated ash, full sweep second hand. Walnut cabinet with radio-like grille in front. Hand-rubbed lacquer finish. 9½ in. high, 6 in. wide. 4½-in. dial. Shpg. wt., 4 lbs. 8 oz.

4 V 8691...\$7.95

Ingersoll Junior

\$2.00 Value

This is the famous "Junior," a sturdy Ingersoll in a thin, small, 12-size embossed chromium plated case. Dependable movement. Two-tone silver color dial is covered by an unbreakable crystal. Black hands and numerals. Guaranteed. Shipping weight, 8 ounces.

4V1606...\$1.79

Initial Engraved Free!

A \$1.25 value Ingraham watch made to stand up under hard use. Any initial hand engraved on back of watch FREE! Embossed nickel plated case. Unbreakable crystal. "Gilt track" dial. Print initial. Shpg. wt., 8 oz.

4 V 1748...\$1.00

Regular \$1 Ingraham

One winding every 30 hours is enough for this reliable American movement. Assorted dials, with matching numerals and hands. Nickel plated case, durable enough for any man or boy. Shipping weight, 8 oz.

4 V 1700 87c

Ingraham's "Vogue" Model

Embossed nickel plated case with decorative front and back, with braided leather chain 9¾ in. long. Movement runs 30 hours on a single winding. Unbreakable crystal. Shipping weight, 8 ounces. Complete 4V1742

\$1.19





DIAMONDS
The Perfect Gift

\$8⁹⁵
3/4 Carat
Style (A)

SAVE 1/3 OR MORE! GENUINE BLUE WHITE DIAMONDS

Although Diamond prices are advancing steadily, Sears offer you a substantial saving—33 1/3 per cent or more. 14-K white gold or 14-K natural gold with white gold setting. (A) is a beautiful one-diamond ring. (B) has the added beauty of two sparkling side diamonds. Weights given are for center diamond. Sizes, 5 to 8. State size and color of gold. Shipping weight, each, 6 ounces.



BRIDAL SETS IN GIFT BOXES

Matching Wedding and Engagement Rings

Either ring in 14-K white gold or 14-K natural gold with white gold setting. Sizes, 5 to 8. State catalog number, ring size, size of diamond and color of gold. Shipping weight, each, 5 ounces.

A beautifully designed ring with a sparkling diamond and engraved wedding ring to match.

Two glittering side diamonds on the engagement ring and five diamonds in matching wedding ring.

4 V 3463—Complete Set

1/16 Carat.....	\$13.95
1/8 Carat.....	23.95
3/16 Carat.....	37.95
1/4 Carat.....	49.95

4 V 3464—Engagement Ring Only

1/16 Carat.....	\$10.95
1/8 Carat.....	20.95
3/16 Carat.....	34.95
1/4 Carat.....	46.95

Wedding Ring Only

4 V 3168.....	\$3.45
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4 V 3359—Complete Set

1/16 Carat.....	\$22.95
1/8 Carat.....	32.95
3/16 Carat.....	46.95
1/4 Carat.....	57.95

4 V 3365—Engagement Ring Only

1/16 Carat.....	\$14.95
1/8 Carat.....	24.95
3/16 Carat.....	38.95
1/4 Carat.....	49.95

Wedding Ring Only

4 V 3209.....	\$8.95
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SAVE 1/3 OR MORE! GENUINE BLUE WHITE DIAMONDS

Although Diamond prices are advancing steadily, Sears offer you a substantial saving—33 1/3 per cent or more. 14-K white gold or 14-K natural gold with white gold setting. (A) is a beautiful one-diamond ring. (B) has the added beauty of two sparkling side diamonds. Weights given are for center diamond. Sizes, 5 to 8. State size and color of gold. Shipping weight, each, 6 ounces.

(A) 4 V 3461	\$8.95	(B) 4 V 3462	\$10.95
3/64 Carat.....	10.95	3/64 Carat.....	12.95
1/16 Carat.....	16.95	1/16 Carat.....	18.95
3/32 Carat.....	19.95	3/32 Carat.....	21.95
1/8 Carat.....	29.95	1/8 Carat.....	31.95
3/16 Carat.....	39.95	3/16 Carat.....	41.95
1/4 Carat.....		1/4 Carat.....	



Two Diamond Specials

The basket style setting of this ring makes its diamond appear much larger. The 14-K white or natural gold ring is attractively designed. Sizes, 5 to 8. State ring size, diamond size and color of gold. Shipping weight, 4 ounces.

4 V 3467

1/64 Carat.....	\$6.95
1/32 Carat.....	7.95
3/64 Carat.....	8.95
1/16 Carat.....	10.95

An unusual value in smaller diamonds—genuine regular cut sparkling diamonds. Rings are modern in design and construction, choice of 14-K white or natural color gold. Sizes, 5 to 8. State size and color. Shipping weight, 4 ounces.

4 V 3465	4 V 3466
2/100 Ct.	3/100 Ct.
\$4.95	\$5.95



Channel Set

New style wedding ring. Diamonds sparkle happily from their channel setting. 14-K white or 14-K natural gold. Brilliant regular cut diamonds set edge to edge.

5 diamonds

4 V 3246.....	\$ 9.45
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7 diamonds

4 V 3247.....	12.45
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10 diamonds

4 V 3248.....	16.95
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Sizes, 5 to 8. State size and color of gold. Shipping weight, each, 4 ounces.

Three Diamonds

Smartly styled wedding ring with three genuine diamonds set in solid gold. Choice of white or natural gold in either 10-K or 14-K quality. Attractively designed, copied from a much more expensive model.

10-K Gold	4 V 3178.....	\$4.95
14-K Gold	4 V 3179.....	5.95

Flower Baguette

Attractively hand engraved wedding bands in your choice of 10-K or 14-K white or natural gold or 18-K white gold. The designing is of the newest.

10-K Gold	4 V 3070.....	\$1.85
14-K Gold	4 V 3071.....	2.79
18-K White Gold	4 V 3072.....	3.79

EACH IN GIFT BOX



Women's Birthstones

Here's an interesting custom. Wear your birthstone for good luck, good looks, or both. 10-K natural gold, modern simulated birthstone. Sizes 5 to 8. State size, month and stone where wanted. Shipping weight, each, 4 ounces.

4V5062 \$2.98

Misses' Birthstones

For the little girl—her own birthstone in a pretty ring she'll love. 10-K natural gold ring set with beautifully cut simulated birthstone. Sizes 4 to 7. State size, month and stone where wanted. Shipping weight, each, 4 ounces.

4V5063 \$1.98

Signet Ring

10-K natural gold, with any initial hand engraved. An ideal gift for the little miss or boy. Sizes 4 to 7. State initial wanted.

4 V 5125 \$1.98

Men's Stone Ring

A most attractive ring for a man who appreciates beauty. 10-K solid natural gold. Choice of genuine garnet, amethyst, topaz, or synthetic ruby. Sizes 8 to 12. State size and stone where wanted. Shipping weight, each, 4 ounces.

4 V 4821 \$4.98



Men's Initial Ring \$4⁹⁸

A ring any man will be proud of, for it's stout and strong. 10-K natural gold. Genuine black onyx stone with raised gold plated initial. Sizes, 8 to 12. State size and initial. Shpg. wt., 4 oz.

4 V 4781 \$4.98



Photo-Signet Ring

A new gift idea! Closed, it's a handsome signet ring with two hand-engraved initials. But under the hinged top is a place for two snapshots of those you hold dear. Both men and women like this larger size ring. White Monel metal (looks like platinum) with gold colored top or Sterling silver with genuine gold plated top. Sizes 4 to 12. State size and initials wanted. Shipping weight, 4 ounces.

Monel metal	4 V 4965.....	\$1.29
Sterling silver	4 V 4565.....	\$1.98

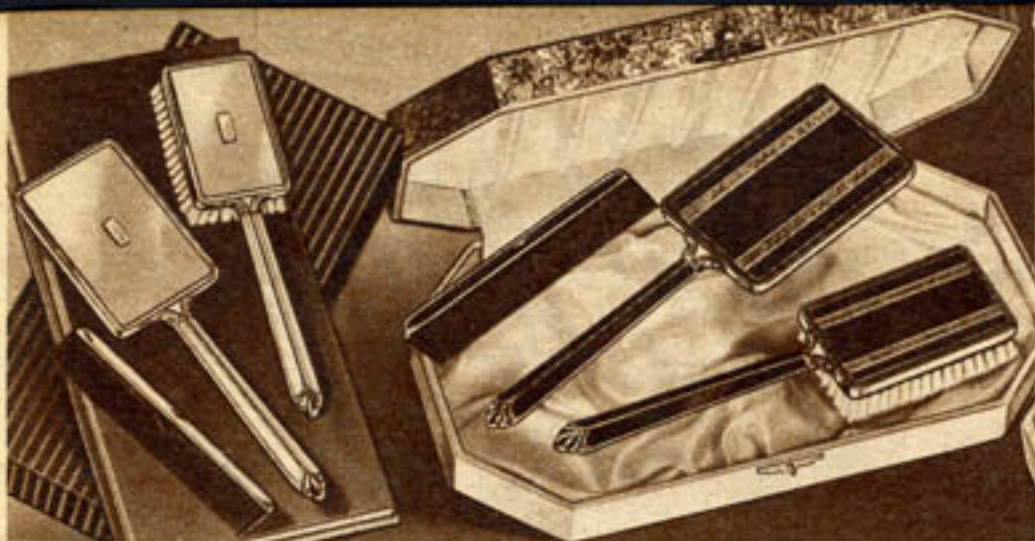


\$1⁰⁰ Beautiful Silver Plated Compact

Hand Engraved Monogram

A beautiful double compact, and a thrilling present for any woman! Any two initials hand engraved on the cover, adding a personal touch and positively identifying the compact as her property. Genuine silver plated exterior with gold color metal trim. Inside is finished in gold color. Comes with cream rouge and compartment for the loose powder of her own choice. Size, 2 1/2 x 2 1/2 inches. State initials wanted.

4 V 4643—Shipping weight, 5 ounces..... \$1.00



SAY "Merry Christmas" THE PRACTICAL WAY Big Savings in Finer Quality Dresser Sets

A Regular \$7.50 Value

Elgin American's famous Geraldine dresser set. Beveled glass mirror, pure white bristled brush, and comb. Beautifully enameled in black, green, or ivory, gold color trim or in dull yellow gold color El Bronz. A beautiful solid metal that retains its beauty! State color. In lovely gift box. 4 V 4201—Shpg. wt., 2 lbs. 14 oz. **\$3.95**

\$10.00 to \$15.00 Values

Beautifully designed and decorated brush, comb and mirror sets. Many are hand engraved on yellow gold color metal, some genuine silverplated, others beautifully enameled. A special quantity purchase of assorted lovely designs makes this outstanding offer possible. Rayon satin lined gift box. 4 V 4203—Shpg. wt., 3 lbs. **\$5.98**



Special—SAVE 1/3

French Cloisonne Dresser Sets

A Regular \$15.00 Value

Beautiful New Diana Pattern

The dainty cloisonne decoration on the smart glossy black background gives this set its gloriously distinctive "imported" look! It's a sumptuous gift—one that's meant to be treasured for years! It has feminine allure, richness, beauty, and artistic design. Yet at Sears you actually pay 1/3 less than the usual price! Made by the Elgin American Co., nationally known makers of quality jewelry. An exquisite French pattern on lustrous black enamel trimmed with gleaming gold color El Bronz metal. Bevelled glass mirror, pure white bristle brush, decorated and enameled glass powder jar with cloisonne trimmed metal top, and enamel trimmed comb. In beautifully lined gift box. You save \$5.00. Shipping weight, 6 pounds 4 ounces. **\$9.95**

4 V 4202—Four-Piece Set..... **\$9.95**



He-Man's Military Set

\$3.98 Attractive black and gold color combination. Lustrous black enamel on gold color El Bronz (a solid metal—no plating to wear off). Brushes with pure stiff bristles. Sturdy comb. Raised shields on brushes with two initials hand engraved. Made by Elgin American. In gift box. Print initials. Shipping weight, 1 pound 12 ounces. 4 V 5611..... **\$3.98**



Three-Piece Men's Set

Belt Buckle, Tie Chain, Collar Bar

An ideal gift for any man or boy. White silver color metal deluxe plated. Any two or three initials on buckle and tie chain. Print initials. Shipping weight, 6 ounces. **\$1.00**

4 V 5447—3-Piece Set **\$1.00**

Black bridle cowhide belt to fit buckle. Sizes, 30 to 44. State size.

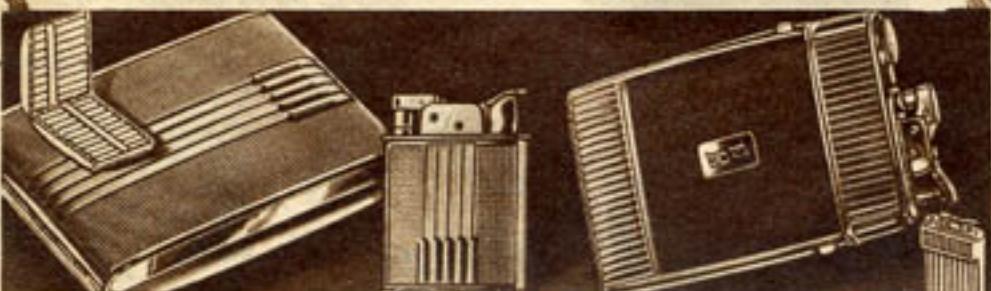
4 V 5448—Shpg. wt., 6 oz. **50c**

Four-Piece Initialed Set

Belt, Buckle, Tie Chain, Collar Bar

Silver plated "Giant Grip" buckle and tie chain with gold color initials; collar holder and black bridle cowhide belt. Any two or three initials on buckle and one on tie chain. Genuine bakelite gift box, useful to hold cigarettes or jewelry. Belt sizes, 30 to 44. State size and print initials. Shpg. wt., 11 oz. **\$1.95**

4 V 5446—Complete... **\$1.95**



Famous Evans Lighter and Case

Pocket lighter and cigarette case in charming natural gold color. Attractive modern design. Case is 4x3 in., holds 20 cigarettes. Lighter is about 1 1/2 by 1 1/2 in. **\$1.98**

4 V 5614—Complete Set. Shipping weight, 14 ounces..... **\$1.98**

4 V 5615—Cigarette Case Only. Shipping weight, 8 ounces..... **98c**

4 V 5616—Lighter Only. Shipping weight, 5 ounces..... **\$1.19**

Evans Combination

Case and lighter in one. Gold color

Gold Color metal, black enamel trim. 2 initials hand engraved. 2 1/2 x 4 1/2 in. 14 cigarettes. Hand engraved initials. Print initials. 4 V 5612—Shpg. wt., 13 oz. **\$3.69**

As above, but with white chromium plate, black enamel. 4 V 5613—Shpg. wt., 13 oz. **\$2.69**

Celebrated

Diamond Medal VAC-FIL Pens

WAS **\$3.95** NOW **\$2.98** Women's Size

Look at this value! We've cut our regular \$4.95 and \$3.95 fountain pens to \$3.98 and \$2.98. Save almost a dollar! Vac-Fil diaphragm filler—more capacity; scratch-proof gold and platinum 2-way point; gold-plated clip; breather tube prevents leaking, flooding, or blotting. Name engraved free. Medium or fine point. Choice of Golden Pearl, Silver Pearl, or Emerald Pearl effect unbreakable barrel. State choice of color and point. Print name. Shpg. wt., ea., 4 oz.

For Women

and Girls

Slender model. 4 V 5745... **\$2.98**

For Men

Medium girth

and extra

long barrel

4 V 5744

\$3.98

A Practical Gift Pen and Pencil Set

Beautiful Diamond Medal Vac-Fil pen with matching pencil in an attractive gift box! There's a Christmas gift that will give both pleasure and service! The whole set is built like jewelry in finish, style, and workmanship. Yet pen and pencil aren't mere ornaments, but everyday necessities. And this special clearance price makes them real bargains. Reduced from \$6.33 and \$5.33—you save \$1.35. First time this famous brand has ever been sold at reduced prices. Owner's name engraved free on both pencil and pen. Fine or medium point. Colors as listed for pens above. State choice of color and point. Print name. Shpg. wt., ea., 7 oz.

For Men **\$4.98** For Women **\$3.98**

4 V 5747... **\$4.98** 4 V 5748... **\$3.98**





New Juliet Pattern

Free INITIALED ALL WOOD CHEST

REINFORCED SILVERPLATE

Famous Cambridge

47-PIECE SET SERVICE FOR EIGHT **\$9.95**

In Strong All Wood Anti-Tarnish Gift Chest

\$15.00 VALUE—Guaranteed 15 Years

For the heartiest "Merry Christmas," select a gift of silverplate! Richly styled and long-wearing, this very new "Juliet" (satin finish) pattern is beautifully packed in a solid wood chest with handsome cover initialed free. Every piece is well balanced, plated with pure silver, and reinforced with extra silverplating at points of greatest wear. Each set carries the International Silver Co., 15-year guarantee. Popular (and usually more expensive) hollow handle knives with stainless steel blades. Engraved as illustrated at 3c per letter extra. Print initial if wanted, also initials wanted on chest.

47-Piece Set—Service for 8—In All Wood Chest

8 Hollow Handle Knives	8 Dessert Spoons	1 Butter Knife
8 Dinner Forks	8 Salad Forks	1 Cold Meat Fork
8 Teaspoons	3 Serving Spoons	1 Gravy Ladle
	1 Sugar Spoon	

4 V 6750—Shipping weight, 7 pounds... \$9.95

For 26 and 34-Piece Sets, See Sears Fall General Catalog



Wm Rogers

SILVERPLATE

82-PIECE SET SERVICE for EIGHT **\$27.95**

In Solid Walnut Anti-Tarnish Gift Chest

A GOOD \$39.50 VALUE

For Easy Payment Terms See Page 5

Someone you know should have a gift of silver this Christmas! And you could hardly make a better choice than this fascinating "Fascination" pattern! It was created exclusively for Sears by the famous International Silver Co., and has already become one of the most popular designs we have ever sold! A complete service for eight—including 7 Serving Pieces, which comes in a beautiful "piano" finish solid walnut decorated chest lined with anti-tarnish velveteen and rayon satin—the perfect setting for your gift! Knives have stainless steel blades. Each set carries the International Silver Company's guarantee of unqualified satisfaction, which is as good as gold in assuring you that the set you purchase, whether for yourself or as a gift, will give you the satisfaction you expect. This gracious, dignified, heavily plated tableware is especially well suited to engraving. See our General Catalog for styles. Engraved as illustrated at 3c per letter extra. Print initial. Set consists of the following pieces:

8 Knives	8 Oyster Forks	8 Serving Forks
8 Dessert Spoons	16 Teaspoons	8 Butter Spreaders
8 Ice Tea Spoons	8 Forks	3 Tablespoons

The following serving pieces are also included:

Butter Knife, Round Pierced Server, Gravy Ladle, Cold Meat Fork, Sugar Shell, Berry Spoon and Jelly Server. Shipping weight, 11 pounds.

82-Piece Set—Complete Service for 8—In Anti-Tarnish Chests

4 V 6492—With Solid Handle Stainless Steel Blade Knives. Complete.....\$27.95

4 V 6495—With Hollow Handle Stainless Steel Blade Knives. Complete.....\$32.50

4 V 6496—Same in Viande (Short Blade) Knives and Forks.....\$32.50

See Sears Fall General Catalog for 34, 39 and 55-Piece Sets.

REINFORCED

Points of greatest wear are heavily reinforced by extra platings of pure silver.

OPEN STOCK PIECES

In Sears General Catalog we list individual pieces for the three sets shown on this page



CHILDREN'S SILVER SETS ARE LASTING GIFTS!

6-Piece Child's Set. Includes genuine L. B. Rogers silverplated cup, goldplated inside, silverplated knife 7 1/4 in. long, fork, spoon, and napkin ring in proportion and book bank with key. In gift box. Shipping weight, 1 lb. 4 oz.

4 V 8434.....\$1.89

4-Piece Baby's Set. Bright finish silverplate. Fork and spoon 4 1/4 in. long, cup and napkin ring in proportion. In gift box. (Not illustrated.)

4 V 8435—Shipping weight, 9 ounces....59c

2-Piece Sterling Silver Set. Made of genuine sterling silver. A to Z alphabet design on handles. Spoon and blunt prong fork, 3 1/2 inches long. In gift box. Shipping weight, 7 ounces.

4 V 8431...\$1.98



WM. ROGERS

Overlaid

70-PIECE SET Without Chest **\$14.95**

COMPLETE SERVICE for EIGHT Solid Handle Knives

LIFETIME GUARANTEE

A gift you can buy only at Sears! Individual beauty, splendid workmanship and low price; one of our finest Four Star Specials! Reinforced with extra overlaid plating of pure silver at points of greatest wear! Stainless steel blades. Engraved with script initials for 3c per letter extra. Print initial wanted. Shipping weight, 7 lbs. 3 oz.

70 Piece Set—Service for 8—Without Gift Chest

8 Dinner Knives	16 Teaspoons	1 Butter Knife
8 Dinner Forks	8 Dessert Spoons	1 Cold Meat Fork
8 Salad Forks	8 Iced Tea Spoons	1 Sugar Spoon
8 Butter Spreaders	2 Serving Spoons	1 Gravy Ladle

4 V 7283—Solid Handle Knives.....\$14.95

4 V 7285—Hollow Handle Knives.....16.95

Velvet Lined Anti-Tarnish Chest for Above Sets

4 V 7299—Shipping weight, 4 pounds.....\$2.25

See Sears General Catalog for 38-Piece Set



Sears De Luxe
Pillow-Effect Top

Aromatic RED CEDAR Chests WITH STATIONERY

A Treasured Gift

Sears Own Creation!
Red Cedar With a Modern Touch!

Glorious natural charm of red cedar is strikingly combined with modern design! Rounded corners are covered with smooth brass-plated metal—with black enamel stripes. Graceful curved-corner pillow-effect top. Decorative side handles. Size, $10\frac{1}{2} \times 6\frac{1}{2} \times 4\frac{1}{2}$ in. Lock and key. Contains 24 sheets cellophane wrapped linen finish white paper, size, $6\frac{1}{2} \times 5\frac{1}{2}$ in., and 24 envelopes, size, $5\frac{1}{2} \times 3\frac{1}{2}$ in.

3 V 3189—Shipping weight, 2 pounds 4 ounces.....\$1.69

New!—
Streamlined!

Fragrant—Beautiful—Useful!

Red Cedar—a traditional gift—now with a NEW charm in this streamlined design! Lock corner construction. High gloss finish. Particularly useful as a sewing box since it has a built-in wooden tray for holding spools of thread. Lock and key. Size, $12\frac{1}{4} \times 6\frac{1}{2} \times 4\frac{1}{2}$ in. 24 folded sheets $6\frac{1}{2} \times 5\frac{1}{2}$ in.—24 genuine self-seal envelopes. Linen finish white paper. Envelopes stick without licking.

3 V 3170—Shpg. wt., 3 lbs.....

\$1.39



Self-Seal
Envelopes



Genuine Red Cedar
Colored Picture on Cover

95c

Priced for economy—but still it's genuine red cedar—pleasingly fragrant—and with "Ann Hathaway's Cottage" reproduced on the cover in full color! Modernistic wood handles complete the decorative scheme. Comes with lock and key. Has a variety of uses... especially handy for gloves, handkerchiefs, or trinkets. Chest size, $10\frac{1}{2} \times 6\frac{1}{2} \times 3\frac{1}{2}$ inches. Contains 24 flat sheets of linen finish white paper, size, $5\frac{1}{2} \times 9\frac{1}{2}$ inches, and 24 envelopes to match.

3 V 3171—Shpg. wt., 2 lbs. 6 oz.....95c



Sears Special

Hinged cover box, containing popular folded sheets, size, $8\frac{1}{2} \times 4\frac{1}{2}$ inches, and envelopes to match. Vellum finish white paper. Box size, $10\frac{3}{4} \times 8\frac{1}{2} \times 1\frac{1}{2}$ in. Shipping weight, ea., 1 lb. 4 oz.

3 V 3172

36 sheets and 36 plain envelopes.....39c

3 V 3162—24 sheets and 24 envelopes with blue tissue lining.....39c

Stylish Drawer Box

Two-tone light brown box is made to last—can be used after stationery is gone. Box size, $8\frac{1}{2} \times 5\frac{1}{2} \times 5\frac{1}{2}$ in. Contains 48 folded sheets white linen finish paper, size, $8\frac{1}{2} \times 4\frac{1}{2}$ in. and 48 envelopes to match. Brilliant gift idea that will be long remembered. Shpg. wt., 2 lbs. 3 oz.

3 V 3174.....79c

Upright Cabinet

Makes an out-of-the-ordinary gift! Smart hinged cover box in attractive red color. Size, $7\frac{1}{2} \times 6\frac{1}{2} \times 5\frac{1}{2}$ inches. Contains 48 folded sheets, size, $6\frac{1}{2} \times 5\frac{1}{2}$ inches and 48 envelopes to match. In linen finish white paper. Shipping weight, 1 lb. 8 oz.

3 V 3173.....59c

THERE'S FUN AND THRILLS GALORE IN AMATEUR PHOTOGRAPHY



54-Piece
Developing
Set

\$8.50
Value \$6.39

Here's a great chance to join the host of enthusiasts in this most popular of today's hobbies! This complete set contains everything needed to develop and print your own pictures—enables you to get the full enjoyment from your camera! Simple, easy-to-learn magic that's fascinating and that saves money, besides! Highest quality ingredients and materials compose this De Luxe Professional type set. Easily set up in closet or basement corner. Instruction book included. Shpg. weight, 11 lbs. 8 oz.

3V6857.\$6.39



Midget Marvel

Candid Camera
Fast f 4.5 Lens \$19.95

Automatic film. Counter—36 pictures to roll. Takes pictures $1\frac{1}{2} \times 1\frac{1}{2}$ in. which make excellent enlargements. Uses standard 36-exposure 35-mm. film. Has Automatic film counting device. Fast f 4.5 lens with Vario shutter speeds from 1/25 to 1/100 second. Time and bulb. Made in Germany. Shpg. wt., 1 lb. 10 oz.

3 V 6134.....\$19.95

3 V 6135—Similar to above but with super speed f 2.9 lens and Prontor shutter with speeds from 1 sec. to 1/150 sec. Time and bulb. Shpg. wt., 1 lb. 10 oz. \$32.25



Economical Home Movie Equipment

Model 20 Eastman 8 mm. Camera Model 20 \$31.98

50-ft. 8-mm. film equals 100 ft. 16-mm. Takes black and white and colored pictures without extra equipment. Anastigmat f 3.5 lens. Black pinseal covering, exposure guide, eye level finder, footage indicator. $4\frac{3}{4} \times 5\frac{1}{2} \times 1\frac{1}{2}$ in. 3 V 6478—\$34.50 Value. Shpg. wt., 3 lbs. 5 oz. \$31.98

Model 25. As above but with f 2.7 lens, 60% faster. 3 V 6480—Regularly \$45.00.....\$39.98

Eastman Kodascope Projectors

With 200-foot reel extension cord and splicing outfit. Model 20 shows picture about 22×30 in., 14 feet. Operates on 60-cycle A.C. only. Model 50 shows clearer image and larger picture. Operates on A.C. or D.C. 110-volt current. Has forced draft ventilation. Shpg. wt., 8 lbs. 6 oz.

Model 20—Complete with 32 C.P. 6 to 8-volt lamp. 3 V 6479.....\$23.40

Model 50—Complete with 300-watt lamp. 3V6481..\$36.95



YEAR 'ROUND MUSIC VALUES FOR CHRISTMAS GIVING

SUPERTONE Guitars

Gather 'round for a tune and some old time singing to the accompaniment of this fine Supertone Guitar! Play it and you'll be the center of things at Christmas and all the year. Birch body, curly maple grain shaded effect on front; white striping around top edge; walnut finish side and back. Size, 13 $\frac{1}{4}$ x 35 $\frac{1}{2}$ in. Violin style sound holes. Ebony finish guard plate, ebony fingerboard, ornamental position designs, nicked tailpiece, geared patent heads. Pick, instruction book and Certificate for 12 Lessons at \$1.00, included.

12 V 217—Shipping weight, 8 pounds..... **\$3.98**
12 V 2217—With canvas case. Shpg. wt., 9 lbs. **\$5.65**

Three-Quarter Size for Women and Youths

Same as above but smaller neck and body (11 $\frac{1}{2}$ x 32 in.)
12 V 218—Shipping weight, 8 lbs. **\$3.98**
12 V 2218—With canvas case. Shpg. wt., 9 lbs. **\$5.65**

Arched Top and Back!...Professional Style

Grand concert size (14 $\frac{1}{4}$ x 38 $\frac{1}{2}$ in.) Large size means greater volume, better resonance and improved tone; full-arched construction insures full rounded tone and exceptionally fine appearance... usually found only in guitars at much higher prices! Birch body with sunburst design; shaded mahogany finish; white celluloid around top edge and soundhole. Ebony fingerboard with 14 frets clear of the body; suspended celluloid guard plate with bracket; nicked tailpiece. Pick, instruction book and Certificate for 12 Lessons for \$1.00 included. Shipping weight, 9 pounds.

12 V 222..... **\$5.89**
12 V 2222—With canvas case. Shipping weight, 11 pounds..... **\$7.79**

Play the Hawaiian Steel Way!

12 V 4432—Outfit (shown at left) changes any guitar from Regular to Hawaiian style. Includes steel bar, 3 finger and 1 thumb pick, adjustable nut and instruction book. Shipping weight, 6 ounces..... **21c**

Beaver Brand Accordions

MADE IN GERMANY

German Style

With two stops, 10 treble keys, 2 bass keys; two sets of bronze reeds. 5 $\frac{1}{2}$ x 10 $\frac{1}{4}$ in. Nickel plated clasps and trimmings. Instruction book included. Shipping weight, 6 pounds.

12 V 602... **\$3.45**

12 V 603—Similar to above but with three sets of bronze reeds. Size, 6 $\frac{1}{2}$ x 11 $\frac{1}{2}$ in. 10 treble keys, two basses, three stops. Shipping weight, 8 pounds..... **\$4.95**

12 V 604—Same as above but with 4 sets treble reeds and 4 stops..... **\$5.75**

Vienna Style

Has 10 treble keys, 4 basses; two sets bronze reeds. Mahogany finished frame and keyboard. Size, 5 $\frac{1}{2}$ x 10 $\frac{1}{4}$ in. Open key action; glass buttons; air valve. Shipping weight, 7 pounds.

12 V 608... **\$4.89**

12 V 609—Same as above but with 21 treble keys, 8 basses. Four sets of reeds. Size, 5 $\frac{1}{2}$ x 10 $\frac{1}{4}$ inches. Shipping weight, 9 pounds..... **\$8.65**

Full Concert Supertone Harmonica

Easy to play because of exclusive Sears design rounded metal partitions in soundholes and wind saving valves. 4 $\frac{1}{2}$ in. long, 10 holes, 40 reeds, chrome plated covers, brass plates. Keys, A, C, D or G. State key. Shipping weight, 8 ounces.

12 V 5185... **69c**

Introducing Silvertone Piano Accordions



Full Range of Sizes . . . Every One Low Priced!

120 BASS
\$87.50
Cash

Silvertone . . . A new name in piano accordions backed by Sears pledge to bring you better instruments at greater savings. Even here, where extra value is traditional, you would hardly expect such bargains as these . . . prices we believe to be the lowest ever offered for similar quality!

Check these features first! full range of models from 8 to 120 basses; 5-ply wood frames covered with pearl effect celluloid; white treble keys, celluloid covered; sharps and flats black with white stripes; 3-ply wood keyboard; chromium plated grille; recessed style bass keyboard; good quality steel reeds; 80 and 120 bass models have

press coupler with indicator and aluminum treble valve panel.

Now, compare prices with similar quality offered elsewhere. But don't take our word for it. Try a Silvertone yourself. Play it at home, compare it with others. Give it every test for 15 or 30 days. Then if you are not satisfied, return it to us and we'll refund your money, including transportation charges! We know you'll be more than satisfied. Made in Germany. Shoulder straps, instruction book included, also Certificate for 12 Lessons at \$1.00 with all except No. 12 V 670. Gray or Black pearl effect celluloid covered. State color. For Easy Payment Terms, see Page 5.

48 BASS
\$39.95
Cash

25 Treble Keys—12 Basses

12 V 671—Reeds: 2 sets in treble, 2 in. bass. Size, 6 $\frac{1}{4}$ x 12 $\frac{1}{2}$ in. State color. Shipping wt., 16 lbs. **\$21.75**

12 V 6644—Keratol covered case to fit... **\$2.35**

25 Treble Keys—24 Basses

12 V 672—Reeds: 2 sets in treble, 4 in. bass. Size, 6 $\frac{1}{4}$ x 12 $\frac{1}{2}$ in. State color. Shpg. wt., 27 lbs. **\$29.35**

12 V 6644—Keratol covered case to fit... **\$2.35**

41 Treble Keys—120 Basses

12 VM 676—Reeds: 4 sets in treble, 5 in. bass. With indicator. Size, 7 $\frac{1}{4}$ x 18 $\frac{1}{4}$ in. State color. Shpg. wt., 60 lbs. **\$87.50**

12 VM 6648—Keratol covered case to fit... **\$6.39**

21 Treble Keys—8 Basses

12 V 670—Reeds: 2 sets in treble, 2 in. bass. Size, 5 $\frac{1}{4}$ x 11 in. State color. Shpg. wt., 13 lbs. **\$17.45**

12 V 6643—Keratol covered case to fit... **\$2.35**

34 Treble Keys—48 Basses

12 V 673—Reeds: 2 in treble, 4 in. bass. Size, 7 $\frac{1}{4}$ x 16 $\frac{1}{2}$ in. State color. Shpg. wt., 27 lbs. **\$39.95**

12 V 6646—Keratol covered case to fit... **\$3.39**

34 Treble Keys—80 Basses

12 VM 674—Reeds: 3 in treble, 5 in. bass. With indicator. Size, 7 $\frac{1}{4}$ x 16 $\frac{1}{2}$ in. State color. Shpg. wt., 30 pounds. **\$64.50**

12 V 6646—Keratol covered case to fit... **\$3.39**

The Finest CHRISTMAS GIFT of All



Brand New Portables at Worth While Savings

HERMES FEATHER WEIGHT

Unusual portability without sacrificing a single necessary mechanical feature. Weighing only 8½ pounds, it can be easily carried. But it's strong, too. Careful engineering and Swedish steel type bars have built years of wear into it. Not a toy but a mechanically complete portable. Remarkably quiet. Standard keyboard and carriage. Size, 11½x11½x2½ inches in non-breakable chromium trimmed carrying case. Made in Switzerland. Uses standard one color ½-in. ribbon. Guaranteed by Sears. Prepaid.

3V4503—Pica type only. **\$34.95**
Cash or Easy Payment.....

Easy Payment Terms: \$4 down, \$5 monthly. Use

Easy Payment Order Blank in Back of Catalog

Portables are available but we recommend shipment by prepaid express. State which.

CORONA STANDARD PORTABLE

Equipped with the famous floating shift which operates on ball bearings, and piano-key action make this one of the smoothest working portables built. Press the shift key on a Corona and only the type segment moves—that means fast, tireless typing. Also has the Corona Touch Selector with seven adjustments for setting key tension to your own personal touch. Exceeded in performance only by the 1938 "Pacemaker" Corona Standard. Complete with handsome carrying case, operating instructions, touch-typing pamphlet. Prepaid.

3 V 4508—PICA TYPE
3 V 4509—ELITE TYPE. **\$44.95**
Cash or Easy Terms.

Easy Payment Terms, \$5 down, \$5 monthly.

Use Easy Payment Order Blank in Back of Catalog

Originally Sold At **\$49.50**

Save \$9.75 on This Genuine REMINGTON 5 PORTABLE

Brand New—Never Been Used

Make a real saving on this famous Remington 5 portable, in rich black enamel and shiny nickel finish. A sturdy machine built for years of service to expert or novice, but weighing only 12½ pounds. Completely equipped in every respect, with Remington's exclusive geared type bar mechanism and paragraph key. Carrying case. Operating and touch typing instructions. Only at Sears can you buy this completely equipped Remington 5 Portable. Prepaid.

3 V 4511—PICA TYPE } Cash or
3 V 4516—ELITE TYPE } Easy Terms. **\$39.75**

\$4 Down, \$5 Monthly. Use Easy Payment

Order Blank in Back of Catalog.



Four-Pocket Brief Case

Sturdy goat-grain artificial leather to give you long wear. Four roomy pockets, one of them with a Hookless fastener. Edges are doubly reinforced to prevent ripping or tearing where strain comes. Leather straps with stout buckles. Extension lock and key for protection of your property. Strong genuine leather handle. Size, 15½x10½ in. Black or brown. State color. Shpg. wt., 2 lbs. 3 oz.

3 V 4950..... **\$1.49**

Roomy Tweed School Bags

Name stamped in gold. Smart brown and gray herringbone material. Rubber lining. Large outside lunch pocket, artificial leather pencil pocket and corners. 14x10½ inches. Print name. Shipping wt., 1 lb. 4 oz.

3 V 4960—Bag with leather handle fastened to full length steel bar..... **79c**

3 V 4961—Bag with double riveted top grain leather shoulder strap fastened to bag with 2 metal rings..... **79c**



Shirley Temple's Picture in Colors on Pencil Box

Two drawers and upper section filled with pencils, eraser, etc. Box size, 4½x9½x2½ inches. Shpg. wt., 1 lb. 4 oz.

3 V 4806—Complete..... **49c**

Youngsters' One Drawer Box

Not shown. Without Shirley Temple picture. Shpg. wt., 15 oz. **25c**

3 V 4820—Complete.....



Fine Quality Playing Cards

Assorted picture back designs, gilt edges, bridge size. Individually boxed. Originally sold up to 39c. Shpg. wt., 6 oz. **23c**

3V6901—Special Per Deck.....



A SPECIAL GIFT IDEA

Ink Indicator Tells When to Refill

\$1.69 Set

There's no reason for running out of ink with this dandy pen, because the transparent barrel section tells you when the ink is low; like the gas gauge on your car, it gives warning when it's time to "fill 'er up." Barrels are beautifully designed and made of unbreakable material in rich, pearl-like colors. Points are solid 14-K gold with a hard iridium tip for super-smooth writing. Pen caps are trimmed with gold-plated band and clip in natural yellow gold color. The pencils match perfectly. They are of the propel-repel-expel-type with erasers and extra leads. Colors: Silver Pearl, Golden Pearl, Emerald Pearl. State color. Shipping weights, set, 7 ounces; pen, 4 ounces.

Men's size set **\$1.69**
4 V 5709.....

Women's size set **1.69**
4 V 5710.....

Men's Pen Only **\$1.29**
4 V 5711.....

Women's Pen Only **1.29**
4 V 5712.....



SHOWS WHEN TO FILL



Smooth Writing Pens at Low Prices

A fine matching pen and pencil set in DuPont pearl effect colors for \$1.00! A 14-K gold iridium-tipped fountain pen for 79 cents! Real bargains, especially for Christmas presents. Self-filling lever action pen. Propel-repel-expel pencil. Shpg. wt., set, 5 oz.; pen, 2 oz.

Men's Size Set **\$1.00**
3 V 8058.....

Women's Size Set **1.00**
3 V 8059.....

Men's Pen **79c**
3V7716..

Women's Pen **79c**
3V7717..



Women's Small Size Pen With Cord

A convenient pen for any girl or woman. Small handy handbag size. Detachable long black cord with slide. 14-K solid gold medium point tipped with iridium for smooth writing. Gold plated trim. Choice of pearl-like colors, Silver Pearl, Golden Pearl, or Emerald Pearl. State color. **98c**

4 V 5714—Shipping weight, 4 ounces.....



DeVoe Water Color Paint Set

Washable panel, size, 13 1/4 x 10 1/4 in., on which you paint, 4 primary colors, 2 picture sheets, 2 cut-out stencils for tracing, 2 camel's hair brushes, pencil and sponge. In 13 1/2 x 10 1/2 in. box.
3 V 1850—Full instructions. Shpg. wt., 1 lb. 2 oz.

Usual
75c Value

39c



Shirley Temple "Books About Me"

5 Books for

A BOX of five books all about Shirley's many activities and told in her own simple way. Printed in clear large type and illustrated with lots of pictures. A gift that will delight the heart of any youngster about Shirley's age. Shpg. wt., 14 oz.
3 V 1900—All 5 Books

22c



New and Old Favorites

Dozens of stories especially written for the younger children. Old stories and new, each a great favorite with youngsters. Printed in large clear type and gaily illustrated with many pictures. Exceptional values.

22c

Picture and Story Books

- | | |
|--|--|
| A Child's Garden of Verses | Wise Little Hen |
| 365 Bedtime Stories | Robber Kitten |
| —A story for every day in the year. | Tortoise and the Hare |
| Popeye and His Friends—Always a kiddies' favorite. | Mother Goose |
| Mickey Mouse and Pluto | Famous jingles—Simple Simon, Old King Cole, etc. |
| King Arthur | Children's Story Book |
| | Night Before Christmas |
| | Swiss Family Robinson |

Books for Coloring

Walt Disney Paint Book—Pictures of Mickey and his friends just waiting to be colored.
Big Big Paint Book Popeye Paint Book

Other Popular Books

- | | |
|----------------------|------------|
| Little Orphan Annie | Popeye |
| Buck Rogers | Buck Jones |
| Dick Tracy | Tom Mix |
| Tarzan and the Twins | |

3 V 1827—State titles wanted. Shipping wt., for coloring books, each, 2 lbs. 6 oz.
All other books, each, 1 lb., 1 oz. **22c**



Famous Children's Stories

Stimulating books for young minds. Written by famous authors, these handsome cloth bound volumes will help develop an interest in good literature. Illustrated—some even in color. These classics are always popular with children. Size, 5 1/2 x 8 1/4 inches. Every book with colorful jacket. Large clear type. Look like Dollar Values.

43c

- | | |
|-------------------------|---------------------------------------|
| Prince and the Pauper | HEIDI (Shirley Temple Edition) |
| Black Beauty | Anderson's Fairy Tales |
| Oliver Twist | Blue Fairy Book |
| Treasure Island | Christmas Stories |
| Robinson Crusoe | Gulliver's Travels |
| Tale of Two Cities | Uncle Tom's Cabin |
| Grimm's Fairy Tales | Twenty Thousand Leagues Under the Sea |
| Alice in Wonderland | Helen's Babies |
| Tales from Shakespeare | Kipling's Stories |
| Tom Brown's School Days | Oregon Trail |
| Hans Brinker | |
| Pinocchio | |

Louisa May Alcott Stories

- | | |
|---------------|--------------------|
| Rose in Bloom | Jack and Jill |
| Eight Cousins | Under the Lilacs |
| Little Men | Little Women |
| | Old Fashioned Girl |

Stories by Mark Twain

- | | |
|--------------------------|-------------------|
| Adventures of Tom Sawyer | Tom Sawyer Abroad |
| Tom Sawyer Detective | |

3 V 1714—State titles wanted. Shipping weight, each, 1 pound 4 ounces. **43c**



FUN-TIME LIBRARY

Hours of Fun and Entertainment

Give a whole box full of books... keep young minds and hands occupied. Carefully edited to be educational as well as provide entertainment.

22c And Up

Fun-Time Library

Puzzles, questions, mazes, anagrams... hours and hours of fun for all. Contains eight 16-page books printed in full color and black and white. Large illustrations, clear type.

3 V 1830—Shipping wt., 2 lbs. 2 oz. **43c**

Children of Foreign Lands

Eight linen-like finished books in color and black and white. Each book a delightful story that will be read over and over.

3 V 1831—Shipping weight, 2 lbs. 2 oz. **43c**

10 Happy Books

125 colored illustrations. All about dogs, rabbits, chicks, and other animal friends. 160 pages. Linen-like paper.

3 V 1864—Shipping wt., 1 lb. 10 oz. **59c**

Little Tots' Library

Six old favorite stories. Illustrations on every page and every other one in color. Linen-like finish. Large, easy to read type. (Not shown.)

3 V 1890—Shipping weight, 10 ounces. **27c**

Children's Favorite Stories

Four complete stories. Colorfully printed.

3 V 1829—Shipping weight, 2 pounds. **22c**



MONTHLY INDEX TABS

Genuine Leather Covers

Name stamped in Gold FREE. Tan alligator grain, laced edges. Jan. to Dec. Index. 4 1/2 x 6 in. 384 gold edge pages, calendar, Zodiac information, etc. Gold plated lock with key. Print name. **\$1.39**
3V3023—Shpg. wt., 15 oz.
Low Priced—With 5-Year Calendar Assorted colors. Gold edges, gilt lock and key. 4 1/2 x 5 1/2 in. 384 pages. Print name. **67c**
3V3022—Shpg. wt., 10 oz.



World Globe and Atlas

Up-to-date 12-in. diam. globe. Over 6000 place names. Water areas in rich blue color, land areas in 7 colors. Silver gray color metal base. Ht., 16 1/4 in. Interesting booklet included. Also New 256-page cloth bound World Atlas, 10 1/4 x 14 1/2 in. 80 full page 4 and 5-color maps. Shpg. wt., 8 lbs. 12 oz.

3 V 4992—Complete. **\$4.49**

3 V 4991—Globe only (as above). Shpg. wt., 5 lbs. 12 oz. **\$2.69**

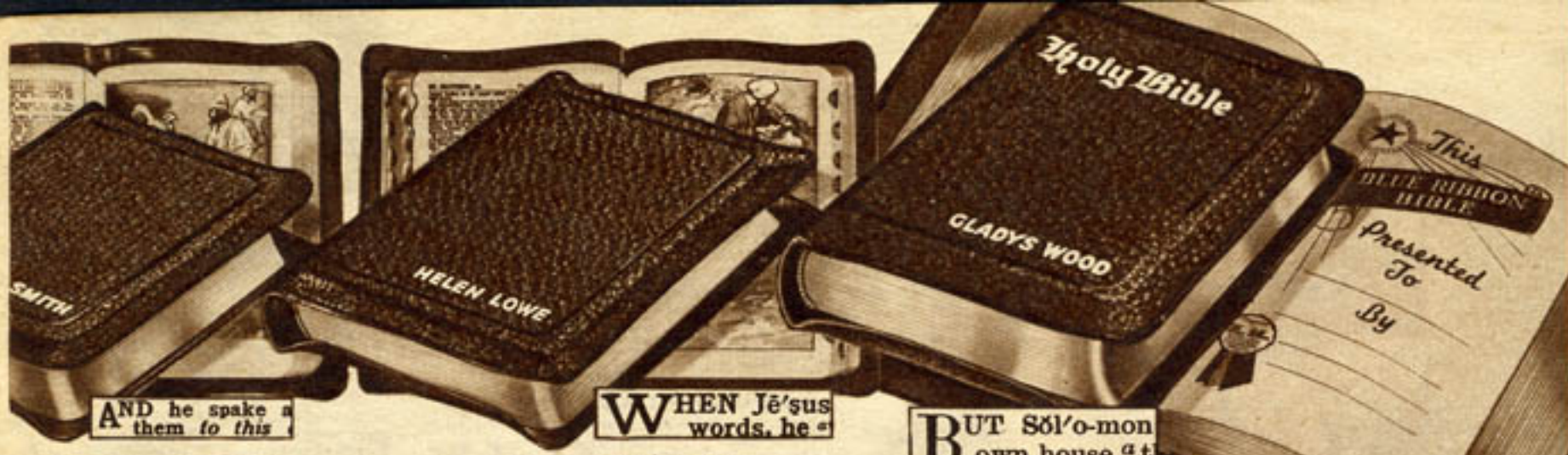


WOLLENSAK MICRO-TELESCOPE

10-POWER LENS

This fascinating instrument can be used either as a microscope or telescope. Has a 10-power lens which makes objects at a distance of 1000 yards appear as close as 100 yards. 32 in. long extended, closed 11 1/2 in. When collapsed, an efficient microscope, enlarging 6 times.

3 V 4949—Shipping weight, 15 ounces. **\$1.59**



Student's Bible Fits into Pocket

Artificial leather. Has clear self-pronouncing type, 24 colored pictures and 5 colored maps. Bound in overlapping artificial leather. Ideal as a Christmas gift from Sunday school teachers to members of their class. King James Version. Low priced but complete. Size, 3 1/2 x 5 1/2 in. Shipping weight, each, 1 lb. 4 oz.

95c Ea.

3 V 2803

Each **95c** : 6 for **\$5.58**

3 V 2802—Genuine Leather. Each for... **\$1.55** : 6 for **\$8.95**

Teachers' Beautiful Bible Genuine Flexible Leather

Beauty and usefulness—combined in the 1450 pages of this ideal gift Bible for home-study. Teaching and class use. King James Version. Self-pronouncing black-face type. Complete concordance with Bible encyclopedia; questions and answers; center references. Colored maps and 32 full page illustrations—8 in color. Words of Jesus in Red. Silk headbands. Marker. Red under gold edges. Presentation page. Size, 5 1/4 x 7 1/4 inches. Shipping weight, 2 pounds 8 ounces.

\$3.79 Ea.

3 V 2823—Indexed. Boxed... **\$3.79**

Kerato... Artificial Leather Binding Contents and edges as above; but with all words in black.

3 V 2824—Indexed. Boxed... **\$2.98**

STANDARD REFERENCE INDEXED BIBLE

As Easy to Use as a Dictionary Originally Sold for \$18.85

\$5.95

Here is an easy, quick and perfect access to Bible knowledge... a single book with condensed practical and essential information on the Bible equivalent to an actual religious library of twelve volumes. It has a simple and comprehensive system of indexing all facts and teachings of the Bible in a few condensed and well chosen words. All references by book, chapter, verse and page number enabling the reader to find the Scriptures relating to any thought even though the indexed word does not appear in the Bible text. Also gives outlines for sermons and indexes Biblical information of practical value on live modern topics. Includes concordance, maps, two color text and other features. 1896 orange under gold edged pages and bound in Black Seal Grain overlapping leather covers. King James Version.

3 V 2804—Shpg. wt., 3 lbs. 10 oz. **\$5.95**



Received Blue Ribbon Award at Texas Centennial



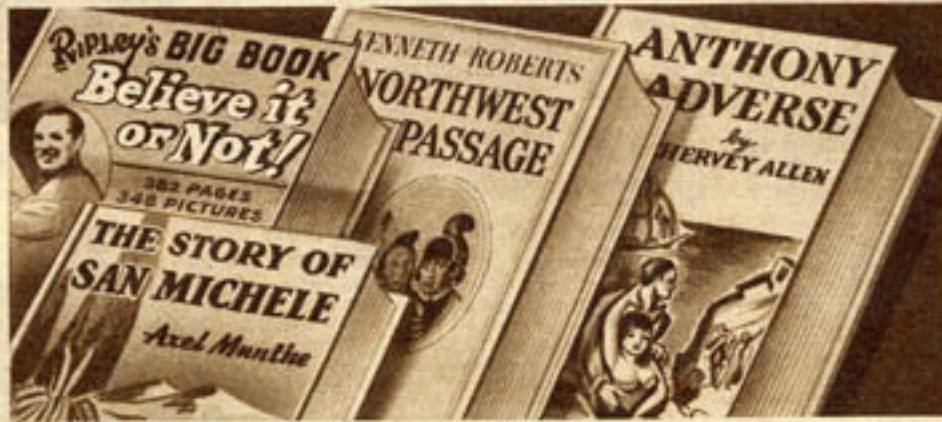
Best Known Poems of Edgar A. Guest

Exclusive Editions! A treasure and a pure delight—so eloquently do these wise homey verses say for us what we ourselves would like to say if only we knew how! Two complete books in EACH volume... PLUS an introductory message by Mr. Guest and a lovely reproduction of both his authorized signature and his photograph. This warm personal touch of the author's makes both of these inspiring volumes most welcome gifts. About 375 pages in each book, 4 1/4 x 7 1/4 inches—with gold stamped cloth covers, 4-color jackets and headbands. Shipping weight, each, 1 lb. 6 oz.

3 V 2256—Two Books in One: "A Heap O' Livin'" and "Life's Highway." Special at... **\$1.00**

3 V 2298—Two Books in One: "The Path to Home" and "When Day Is Done." Special at... **\$1.00**

\$2.50 Value \$1.00



Nation-Wide Best Sellers

Be up to date and read the books of the day

3 V 2111—Believe It or Not—by Ripley. Over 350 illustrations. Thrill! Shpg. wt., 2 lbs. Originally \$4.50. Now... **87c**
 3 V 2013—Story of San Michele—by Axel Munthe. True experience of a famous doctor. Shpg. wt., 3 lbs. 4 oz. Was \$3.75. Now **\$1.39**
 3 V 2053—Anthony Adverse—by Hervey Allen. A book that made the critics rave. 1224 pages. Shpg. wt., 3 lbs. Originally \$3.00. Now **\$1.69**
 (Prices of following books fixed by State Law.)
 3 V 2012—Northwest Passage—by Kenneth Roberts. Powerful fast moving story of an adventurer. Postpaid... **\$2.75**
 3 V 2050—Gone With the Wind—by Margaret Mitchell. A gripping story of the south. Postpaid... **\$3.00**



3 Regular Full Length Novels Usually Sell at Twice This Special Holiday Price! **\$1.00**

Full length novels by well known authors... fiction that regularly sells elsewhere for 75c each. Even Sears have never before sold these brightly jacketed, cloth bound books for less than 63c apiece. Stories include tales of fast-riding, quick shooting cowboys, ingeniously plotted detective stories, charming romances and adventure stories that hold your interest till the last page. Get a supply at these low prices.

Apache Devil
Storm Drift
Valley Gold
High Courage
Stampede
The Farm
Deliverance

The Sheriff Rides
Green Pastures
Love's a Puzzle
Dry Gulch Adams
Hell-Crazy Range
The Harvesting
Cold Journey

Scarlet Pimpernel
Breakfast in Bed
Wife vs. Secretary
Diamond River Man
Come to My Wedding
Red Headed School Ma'am
Drury Lane's Last Case

3 V 209—State titles. Shpg. wt., ea., 1 lb. 2 oz. Ea. **39c** : Any 3 titles for **\$1.00**



Popular Books An Always Welcome Christmas Gift **64c**

Exciting adventure and mystery stories, roaring, red blooded westerns, tender appealing romances—all great stories.

Lost Wagon Train
Amorelle
Good Earth
Rainbow Cottage
Into the Sunset
Prisoner of Zenda
Dragon Murder Case
Kennel Murder Case
The Strange Proposal
Beauty for Ashes
Run of the Brush

White Orchids
Case of Stuttering Bishop
Knight Without Armor
Fair As the Moon
It's a Great World
Mountain Men
Silver Spurs
Trail Driver
Border Breed
Sandy

3 V 210—State titles. Shpg. wt., ea., 1 lb. 2 oz. **64c**



A Treasure Chest of Memories **\$1.69**

Poems, prose and anecdotes dear to the hearts of millions of Americans. Beautifully printed de luxe edition, size 6 1/4 x 9 3/4, of over 900 pages, bound in rich buff art canvas, stamped in green and gold. A lovely Gift. Shipping weight, 3 pounds 10 ounces.

3 V 2011... **\$1.69**

**OUR BEST
MIXED NUTS**

EXTRA FANCY FRESH MIXED NUTS

Our finest—top quality new 1937 crop nuts. The best assortment we have ever offered at this price. They're delicious. Diamond Brand California walnuts; fancy Georgia paper-shell pecans; large, creamy, washed Brite Brazils; IXL Soft-shell almonds; and selected filberts. Shpg. wt., 3 lbs. 6 oz.

3 Pounds

77c

8 V 7919—3-Pound Box..... 77c

8 V 7904 5-Pound Bag..... **\$1.29** Shpg. wt., 5 lbs. 8 oz.

8 V 7909 1-Pound Bag..... **27c** Shpg. wt., 1 lb. 4 oz.

Popular Priced Mixture

Quality sold by many as their best. 1937 crop nuts, slightly smaller and not as fancy as above selection. Shipping weight, 3 pounds 6 ounces.

3 Pounds

65c

8 V 7938—3-Lb. Box..... 65c

8 V 7913 5-Lb. Bag..... **\$1.00** Shpg. wt., 5 lbs. 8 oz.

8 V 7911 1-Lb. Bag..... **23c** Shpg. wt., 1 lb. 4 oz.

Salted Nuts

Mixed Salted Nuts

Fresh, crisp Brazil nuts, cashews, almonds, and pecans. No peanuts. Shipping weight, 1 pound 6 ounces.

Extra-fancy 8 V 8701—1-Pound Bag..... **69c**

Good quality 8 V 8702—1-Pound Bag..... **49c**

Salted Spanish Peanuts

New crop, crisp and delicious, roasted peanuts. Shipping weight, 2 pounds 4 ounces.

8 V 7907—2-Pound Bag..... **25c**

Salted Cashew Nuts

One of the most popular nuts. High quality, roasted to a light brown. They're crisp and tasty. Shipping weight, 1 lb. 6 oz.

8 V 8700..... 1-Pound Bag **49c**

Christmas Puddings and Mince Meat



Plum and Fig Puddings

Of course you want a 2 Pounds steaming plum or fig pudding with your Christmas dinner! And Atmore's puddings are nationally known for their quality—they'll grace thousands of tables on Christmas day. Nothing will delight your family more than their rich, fragrant deliciousness. Plum pudding is the traditional English Christmas dessert, and fig pudding is always very popular. Atmore's puddings taste as good as the best home made pudding you ever had. One 2-lb. can serves 10-12 people. Shpg. wt., 2 lbs. 6 oz.

2-Lb. Plum Pudding 8 V 7950 **49c**

2-Lb. Fig Pudding 8 V 7951 **49c**



Miles Standish Mince Meat

This old favorite New England mince meat recipe will give your mince pies wonderful flavor. Guests and family will enjoy every bite and hint for a second helping. A two-pound can will make two average size pies. Shipping weight, 2 lbs. 6 oz.

8 V 7952..... 2-Can **26c**

2 Pounds Rich, Crisp Mixed Nuts With Wood Bowl, Nut Cracker and Picks 89c

Here's a dandy gift for the whole family, and right in the spirit of Christmas, too. Two pounds of fine new 1937 crop selected mixed nuts all fresh, crisp and delicious. With rustic wood nut bowl, natural bark still on the outside, and smooth varnished finish inside. The bowl is about six inches in diameter, and comes equipped with six nut picks and a strong cracker. An unusual value at our low price. Shipping weight, 3 pounds 15 ounces.

8 V 7908—2 Pounds Nuts and Nut Bowl Set..... **89c**

Nut Bowl With Cracker and Picks 95c

Natural wood bark finish outside. Inside is smooth and varnished. Complete with special forged steel nut cracker and 6 picks. Size of bowl, about 8 to 10 in. in diameter. Shpg. wt., 2 lbs. 10 oz.

8 V 9786..... **95c**

NEW 1937 CROP NUTS IN THE SHELL

Paper Shell Stuart Georgia Pecans

Extra large, sweet nut meats, with washed thin shells. Shipping wt., 1 lb. 4 oz.

8 V 7914—1 Lb. **27c**

Georgia Medium Pecans

Tasty, medium size. Shpg. wt., 1 lb. 4 oz.

8 V 7934—1 Lb. **19c**

Large Brite Brazil Nuts

Unusual value! Guaranteed new crop Brazils, hand picked, washed, and bleached, with large, sweet meats. Shpg. wt., 1 lb. 4 oz. and 5 lbs. 8 oz.

8 V 7906 1-Lb. Bag..... **27c**

8 V 7901 5-Lb. Bag..... **\$1.29**

LARGE RICH NUT MEATS

Soft Shell California Walnuts

Rich, crisp, and crunchy—the very cream of the 1937 crop of California walnuts. We especially recommend Diamond Brand walnuts which are the finest obtainable.

Diamond Brand Large, extra fancy. Shpg. wt., 1 lb. 4 oz. and 5 lbs. 8 oz.

8 V 7915—1-Pound Bag..... **26c**

8 V 7900—5-Lb. Bag..... **\$1.19**

Good Quality Medium size. Shpg. wts., 2 lbs. 6 oz. and 5 lbs. 8 oz.

8 V 7902—2-Pound Bag..... **37c**

8 V 7903—5-Lb. Bag..... **89c**

Selected Filberts

Sweet and full of flavor. Fine for baking, candy-making or eating. Shpg. wt., 1 lb. 4 oz.

8 V 7905 1-Lb. Bag..... **23c**

Paper Shell Almonds

New crop IXL almonds, extra fancy with shells that are easy to crack. Crisp and nutritious. Shpg. wt., 1 lb. 4 oz.

8 V 7918—1 Lb. **31c**

LARGE No. 1 SIZE

Fresh Roasted Peanuts in Shell

These are fine quality, large size Virginia peanuts carefully and scientifically roasted in their shells to bring out the fine, delicious, rich nut flavor. Note our low price. Shpg. wt., 2 lbs. 6 oz. and 5 lbs. 8 oz.

8 V 8737 2-Pound Bag..... **27c**

8 V 8738 5-Pound Bag..... **63c**

SAY "MERRY CHRISTMAS" TO ALL YOUR FRIENDS

25 LOVELY FOLDERS 25c

Only a penny a piece—but they've got an expensive look! Each comes with its own envelope and furthermore, notice that they're **folders**—not just cards! An exclusive Sears assortment priced exceptionally low. Worth double Sears price. Colorful designs—many on inside as well as outside of folders. Fancy papers that usually come only on higher priced cards! Sizes, from 3½x4½ to 4½x4½ in. Shipping weight, 8 ounces.

3 V 5690—25 Folders in fancy box..... 25c

19 SUPERB, EXTRA-RICH FOLDERS 39c

Every One a 5c Value!

Impressive double folders—the kind everyone likes to receive—they're so warm and cheery in design and sentiment! Double folders—several with gold or silver color inlays—others with shiny silk-like papers and a shadowy two-tone effect background that heightens their beauty! All the familiar favorite Christmas designs—snow scenes, poinsettias, candles, holly, camels, and wise men. Printed or lithographed in colors. Many have designs inside, too! Envelopes included. Sizes from 4¼x4¼ in. to 6¼x4½ in. Shipping weight, 10 ounces.

3 V 5686—19 Folders in fancy box..... 39c

Your Name ON ATTRACTIVE CHRISTMAS CARDS. WE PRINT YOUR NAME IN APPROPRIATE TYPE ON FOLDERS SHOWN BELOW

An Exceptional Value 50 ELEGANT FOLDERS 89c

These masterpieces of color, design and sentiment are printed with your name—yet Sears price them unbelievably low! Ten double folders each of 5 outstanding designs: Poinsettia, Fireside scene, Candles, Outdoor scene, and Church scene. Gorgeously lithographed in 4 colors on fancy new finish paper. Each design contains a different sentiment, graciously expressed. Size, 5x4½ in. Envelopes included. Your name printed in black ink on inside page. **Print name.** Allow 1 day for printing. Shipping weight, 1 pound.

3 V 5762—50 Folders. 89c

25 PERSONAL FOLDERS 95c

Winter scene in 3 colors on fancy double folder. Design on inside, too. Shiny silver foil inlay on edges. "With Best Wishes for a Merry Christmas and a Happy New Year" and your name printed in black on third page. 4x5 in. **Print name;** allow one day. With envelopes. Shpg. wt., 14 oz.

3 V 5763—25 Folders. 95c

21 DE LUXE FOLDERS 59c

Agents Sell for \$1.00

Agents usually charge \$1.00 for cards of this quality—and they're worth it, too! Elaborate, gaily colored double folders brilliantly conceived—and NEW as 1938! No two designs alike. Scenes you like to see—Poinsettias, candles, holly, snow scenes, lithographed in delightful colors. Many are novelty-cut or double folders with gold or silver color inlays, some worth 25c each! Appropriate sentiments. Size, 4x5 in. to 5½x6½ in. Envelopes included. Shipping weight, 12 ounces.

3 V 5685—21 Folders in fancy box. 59c

21 COLORFUL FOLDERS 39c

Self-Seal Envelopes

A REAL Value! Usually costs 75c elsewhere! A splendid assortment printed or lithographed in rich harmonizing colors. Carolers, fireplaces, coaches, candles, etc. Popular 4-fold style with inside design too. Each one has a Self-Seal envelope that eliminates bothersome moistening. Sizes range from 4½x4½ to 4½x5½ in. Shipping weight, 8 ounces.

3 V 5693—21 Folders Assorted in Fancy Box..... 39c

Self-Seal Envelopes
Just fold one flap over other and press down.

It's a Better GIFT when it's Better WRAPPED

TO WRAP AND TIE YOUR GIFTS

Wrapping Tissue
3 V 5566—Assortment. 39 sheets size, 20x30 in. 22 White, 8 Red, 4 Green, 5 Decorated. Shpg. wt., 1 lb. 4 oz. 21c
3 V 5569—White. 30x20 in. 24 Sheets. 10c
3 V 5571—Red. 30x20 in. 20 Sheets. 10c
Shpg. wt., above 2 items, 12 oz. each.

Cellophane Ribbon
For sparkling, attractive gifts! ¼ in. wide. Plain Red, Green, or Blue. State color. Shipping weight, 2 oz. 10c
3 V 5589—90 Feet. 10c
Poinsettia Design—½ in. wide. Printed in Red and Silver or Green and Silver. State color. Shpg. wt., 2 oz. 10c
3 V 5586—45 Feet. 10c

Special Gift-Wrapping Assortments on Page 2.

SEALS—TAGS—CARDS

175 Pieces for 19c

Here's everything! Big and bright! Includes 5¼-inch red poinsettia seal, 3¼-inch holly and poinsettia spray. Two 5-in. parcel post labels, plenty of "do not open" seals, cut-out cards, tags with string. Shpg. wt., 7 oz.

3 V 5558—175 Pieces..... 19c

100 cards, tags and seals (not illustrated). Shpg. wt., 3 oz.

3 V 5567—100 Pieces..... 10c



Our DeLuxe Quality
An Outstanding Value!
5 POUNDS FOR \$1.98



Extra Special
5 LBS. FOR \$1.39

Here it is!

The Taste Hit of the Year!
Chocolate, Nut and Fruit Assortment!

If you're looking for a real taste thrill or want a gift that will make a good impression, you'll buy this supreme quality nut and fruit assortment! It's perfect! Every piece was selected with painstaking care to give you an enticing and thrilling selection of crispy almonds, Brazil nuts, filbert and pecan clusters, cordial cherries, and many others just as tasty. All coated in dark vanilla and rich milk chocolate. Packed in beautiful gift box.

8 V 7939 5 Pound Box **\$1.98** Shipping weight, 6 lbs.
8 V 7941 2 Pound Box **95c** Shpg. wt., 2 lbs. 12 oz.
8 V 7940 1 Pound Box **49c** Shpg. wt., 1 lb. 8 oz.



Two-In-One Gift Package

A two-pound box of nuts and candy combined that will prove a real treat and will satisfy every taste. Delicious, fine quality assorted chocolates, weight, 1 lb. 10½ oz. with a centerpiece of extra fancy salted mixed nuts (no peanuts), weight, 5½ oz. In attractive gift box. Shpg. wt., 2 lbs. 12 oz.

8 V 7920 2-Pound Box **98c**

De Luxe Chocolate Coated Cherries

Everyone loves good chocolate-coated cherries! These are so luscious they'll melt in your mouth. Large whole red cherries in rich cream, heavily covered with dark vanilla chocolate.

8 V 7942 1-Pound Box **37c**

Bargain Cherries

Good quality priced low.

8 V 7929 1-Pound Box **24c** Shpg. wts., 1 lb. 8 oz. each.

Bargain in Quality Chocolates

A good selection with an eye to variety as well as economy. Full-flowing creams, nougats, and caramels coated with light and dark chocolate. These chocolates are pure, wholesome and delicious and Sears price is exceptionally low. In attractive box. Shpg. wts., 2 lbs. 8 oz. and 1 lb. 8 oz.

8 V 7925 2 Lb. Box **44c**
8 V 7933 1 Lb. Box **23c**

Delicious Chocolates, a Taste Sensation

You'll make no mistake in buying this excellent selection of fine quality chocolates! Every piece is sure to prove a delightful experience. This is a splendid assortment of nougats, caramels, nut tops, fruit-flavored flowing creams, clusters and chocolate dates... all here at their best! Thick rich coatings of light and dark chocolate blended with centers to give them irresistible flavors. In attractive Christmas design box. A sensational value at this low price. Ideal for Home or gift.

8 V 7927—Shipping weight, 6 lbs. **5 Pound Box \$1.39**



Children's Gift Box

DELICIOUS ASSORTED CANDY

39c

PER BOX



Crammed With Goodies for the Youngsters!

They'll enjoy it, every bit! And the big hollow chocolate Santa Claus wrapped in bright colored foil isn't the only thrill! Six little hollow chocolate Santas, kiddies and animals, six white marshmallow snowmen, candy butter creams in novelty shapes, and plenty of hard candy besides! All packed in green paper grass-lined pockets. Shipping weight, 2 pounds 4 ounces.

8 V 7943—Complete..... **39c**



Christmas Cookies

3 LBS. FOR \$1.00

Delicious assortment of real old-fashioned Christmas cookies! All the old favorites, such as Pfeffernus-sen, Springerle, Lebkuchen (honey cookies) and a marzipan Santa Claus. 3 pounds in attractive Christmas box.

8 V 7949 Shpg. wt., 3 lbs. 12 oz. **\$1.00**



Delicious Candied and Stuffed Fruits

Choice assortment of imported and domestic candied and glazed fruit. Pine-apple slice, figs, dates, prunes, cherries, and marshmallow-apricot sandwiches. In beautiful round metal box you'll use a long time after the fruit is gone. A grand value! Shipping weight, 2 pounds 8 ounces.

8 V 8226—2 Pound Box **98c**



Fancy stuffed dates and candied figs in a toothsome assortment everyone will enjoy. Big delicious California figs candied with honey and syrup, all cherry topped. Large pitted dates, some stuffed with blended fruits and nuts, others stuffed with dates. All dates nut-topped. A healthful confection. Shpg. wt., 2 lbs. 8 oz.

8 V 7947—2 Pound Box **79c**

A Merry Christmas to Everyone!

10 POUNDS TASTY ASSORTED HOLIDAY CANDIES

PACKED IN 10-QUART GALVANIZED PAILS

Every one will find his favorite in Sears Christmas candy pail assortments. We especially recommend the De Luxe candy pail for schools, churches, lodges and Christmas parties. The FREE 20 empty Christmas boxes provide attractive packages for convenient distribution.

ECONOMY QUALITY \$1.49
Without Boxes 10 Lbs.

A good assortment of holiday candies at a bargain price. Pail contains one section each of hard candy, French creams, peanut brittle, chocolate drops and gum drops. A pure wholesome assortment. Not illustrated. Shpg. wt., 15 lbs.

8 V 7959
10 Lbs. Candy and Pail \$1.49

DE LUXE QUALITY \$1.79
With 20 Christmas Boxes 10 Lbs.

Extra fine quality candy! Delicious as can be—golden brown peanut brittle, a tasty mixture of hard and filled candy in many flavors, ol' fashioned chocolate drops and fruit-flavored gum drops. 20 half-pound size Christmas boxes included FREE. Shipping weight, 16 pounds.

8 V 7960
10 Lbs. Candy—Boxes—Pail \$1.79



CANDY Tree Ornaments



60 PIECES FOR 55c

Here's Something Brand New!

Colorful marshmallow candy tree ornaments—and they're just as good to eat as they are attractive. They are sure to make a hit with everyone, especially the kiddies. Just hang them on the tree by their little paper loops and watch the children's eyes light up. Assortment consists of red, yellow and green Christmas bells and stars, and pink and white Santas. 22 stars, and 18 Santas in all. Shpg. wt., 3 lbs. 8 oz. 8 V 7932—Sixty Pieces.. 55c



De Luxe All Filled Hard Candy

Our finest quality. Thin, crispy sugar shells in assorted flavors, colors and designs. Every piece filled with delicious jams, nut butters or creams. 1-lb. bag. 8 V 7962 19c 3-lb. bag. 8 V 7963 49c Shpg. wt., 1 lb. 4 oz. Shpg. wt., 3 lbs. 8 oz.

Filled and Solid Holiday Candy

A good quality and delicious mixture. Many flavors and colors. 2-lb. bag. 8 V 7926 28c 5-lb. bag. 8 V 7930 65c Shpg. wt., 2 lbs. 4 oz. Shpg. wt., 5 lbs. 8 oz.



Holiday All Hard Candy

Fruit flavored, fresh and wholesome. 3-lb. bag. 8 V 7921 39c 5-lb. bag. 8 V 7922 59c Shpg. wt., 3 lbs. 6 oz. Shpg. wt., 5 lbs. 8 oz.

Christmas Stocking

Chock Full of Candy, Nuts, Toys 49c

A Thrill for the Kiddies!

What child wouldn't be overjoyed with a Christmas stocking like this! Toys, candy, nuts, novelties,—everything any child could wish for in a big Christmas stocking, full to overflowing! Just think, a toy lantern filled with candy, toy bank with key, chocolate Santa wrapped in bright colored foil, chocolate money wrapped in gold color foil and packed in gold color mesh bag. All of this plus plenty of candy and nuts make this stocking one of the most delightful gifts for a child. Order several and hear the children's joyful shouts when they find them on Christmas morn. Stocking unpacked and included with "Fixins" to insure your receiving them in first class condition. Shpg. wt., 2 lbs. 4 oz. 8 V 7931—All for only. 49c



Buttercreams for Christmas!

Surprise the kiddies! Include some of these pure wholesome buttercreams in their Christmas stockings. They will be delighted with the many appealing shapes, such as Santa Claus, Christmas trees, autos, jack-o'-lanterns, dolls, etc. All in a large variety of tasty flavors and pleasing colors. Makes it a real festive day for the youngsters. Shipping weights, 5 oz. and 2 lbs. 10 oz.

8 V 7916 19c 8 V 7917 37c
2 Lb. Box



Empty Christmas Boxes!

Gay-colored one-half-pound size folding boxes with tape handles. Simply fill them with delicious candy from any of our assortments. Just the thing for churches, lodges, schools or for hanging on Christmas trees. Shpg. wts., 12, 8 oz.; 50, 2 lbs. 4 oz.; 100, 3 lbs. 11 oz. 8 V 8623—12 Boxes For 10c 8 V 8625 37c 50 Boxes 8 V 8624 67c 100 Boxes

Two Gifts in One

5 LBS. CANDY In 4-Quart Aluminum Kettle \$1.59

You can't imagine such a delicious colorful assortment of hard candy in so many flavors, and brilliant colors! Raspberries, cut rock, pillows etc. all packed in a quality 4-quart polished aluminum kettle with "clamp-on" strainer style cover that has many uses when the last piece is eaten. Be sure you have plenty of candy for Christmas. Shpg. wt., 7 lbs.

8 V 8101—5 lbs. Candy and Kettle. \$1.59





SUPERFINE
Our Finest Quality
5 POUNDS
FOR \$2.98

FINE QUALITY
5 POUNDS
FOR \$1.98

GOOD QUALITY
5 POUNDS
FOR \$1.00

Top Off Your Holiday Dinner with *Fruit Cake*

Fruit cake for dessert! Why, it's as much a part of Christmas as the big green Christmas tree itself. So of course you want as fine a cake as you can possibly have. But why spend the whole holiday season in the kitchen? Let Sears furnish the big, luscious cake, full of fruits and nuts. We use only the finest ingredients, and our cakes actually cost you less than those you'd make yourself. They make ideal gifts.

5 Pounds of Superfine Fruit Cake **\$2.98**
Easily Worth \$5.00

Packed in Beautiful Decorated Metal Gift Box

This old-fashioned fruit cake is baked from a treasured old English recipe combining specially selected fruits including whole red cherries, candied pineapple, lemon and orange peel, citron and crisp pecan halves, blended in a real fruit cake dough to produce a delicacy second to none. You will find these cakes as moist and flavorful as though aged for months. Contain more fruit and nuts than a well-known cake selling for \$5.00.

8 V 7946—Shipping weight, 6 lbs. 10 oz. **5 Pounds for \$2.98**

5 Pounds Fine Quality Fruit Cake **\$1.98**
At Least a \$3.50 Value

Packed in Beautiful Decorated Metal Gift Box

Moist, rich and delicious. A quality fruit cake full of crisp pecans, pineapple, citron, cherries, and other candied fruits. You'll use the metal gift box long after the last slice is gone. Shpg. wts., 6 lbs. 10 oz.; 3 lbs. 4 oz.

8 V 7945... **5 Pounds for \$1.98** 8 V 7944... **2 Pounds 89c**

5 Pounds Mellow Fruit Cake **\$1.00**
Made from a New Home Recipe

Each Cake in Gleaming Cellophane

A tasty fruit cake at a low price. Not a spice cake, but real fruit cake with nuts and candied fruits. Shpg. wts., 5 lbs. 14 oz.; 2 lbs. 8 oz.; 1 lb. 5 oz.

5 Pounds \$1.00 **2 Pounds 49c** **1 Pound 29c**
8 V 7937 8 V 7912 8 V 7936

Delicious Chocolates—In Gift Box

5 Pounds Good Quality Assorted Chocolates **89c**
Less Than 18c Per Pound

What a bargain! You wouldn't believe such tasty chocolates could be sold at so low a price! But here they are, so make it a real Merry Christmas this year, and let this big bargain in chocolates help you celebrate. You know they're wholesome, for only the finest ingredients are used in these chocolates. They're fresh, too—as fresh as if you made them yourself in your own kitchen. They'll please every taste, for here is a wide variety of fillings—chewy caramels, tasty nougats, crisp nut clusters, luscious fruit creams in several flavors. All coated in velvety smooth dark vanilla chocolate and light sweet chocolate. The amazing low price has affected neither the variety nor the quality; you'll be proud to offer this candy to your guests. Packed in gay Christmas box. Shipping weight, 6 pounds.

8 V 7924... **5 Pound Box 89c**





SEARS, ROEBUCK and CO.

DEAR SANTA
PLEASE SEND
ME TWO SLIP
AND BYE
RIM

November 1937

Dear Little Friend:

Well, well — how are you this year? I'm feeling just fine because I've heard some wonderful news. And here it is:

Sears have promised to help me with my Christmas letters again this year. So you can write to me right here at Christmas Headquarters (that's Sears, of course). Soon as your letter reaches me, I'll send you my own special Christmas Greeting Card which I made up for my very best friends.

But first here's what you want to do:

Just get down the big Sears-Roebuck Catalog and look it over page by page. Look through this Christmas book too. And every time you see something you really want for Christmas, take your pencil and draw a line slap-dab around it.

Then — write down the things you want the very most on the blank lines on the other side of this sheet. Tear it off on the dotted line and give it to daddy or mother to send to me.

And — next time mother or daddy sends an order to Sears, you just put the slip with your name and address right in the same envelope — and then I'll be sure to send you your Christmas card right away.

Lovingly,

Santa Claus

Dear Santa Claus:

I would like to have you send me your special Christmas Greeting Card.

My name is _____

I am _____ years old and my address is _____

I'm trying to be very good and help daddy and mother because I know you like good children.

From Your Little Friend,

(signed) _____

If you have not already done so, be sure to look through the Big Sears Catalog and the Christmas Book. Then write down the things you want the very most in the space below and tear off on the dotted line. You can then show your list to daddy or mother and I know they'll be glad to see that it gets to me.

Santa Claus
